

# Outdoor **without surprises**

## Checklist before event season for agencies, marketers and event organisers.

Event season rarely gives extra time. That is why it is worth checking in advance the elements that most often decide whether a project runs smoothly and without unnecessary stress.

### PLANNING

- Is the event date confirmed and realistic from a production perspective?
- Does the schedule include time for approvals, corrections and delivery?
- Is there still a safe buffer if the client makes changes?

### FILES

- Is the artwork prepared for production, not only looking good on screen?
- Are sponsor logos complete and up to date?
- Have the final versions been approved?

### FINAL RESULT

- Will sponsors be clearly visible in key areas of the event?
- Do all elements create one consistent visual identity?
- Will the execution also look good in photos and on social media?

### MATERIALS

- Are the selected solutions suited to the location – indoor or outdoor?
- Can the materials handle weather, transport and intensive use?
- Can they be reused for future projects?

### LOGISTICS

- Has transport been planned according to the installation date?
- Are the systems quick and easy to install on site?
- Does everyone involved know the action plan?

### PLAN B

- Have spare elements or a backup scenario been prepared?
- Is it clear who makes decisions when changes happen?
- Can the production partner react quickly?

The earlier you start preparing, the smoother event day becomes.

If you would like to tick off this checklist with one reliable full-service partner – **let's talk.**