

Event Space Planning Checklist

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EVENT MANAGEMENT

Use this checklist to ensure your event layout and guest experience are carefully thought through.

Event Purpose & Objectives

- ☐ Define the event's core goals (e.g. celebration, networking, education)
- ☐ Identify the type of event (e.g. workshop, product launch, family day)
- ☐ Clarify the tone and atmosphere you want to create

Venue & Spatial Planning

- ☐ Review the venue layout – consider shape, square footage, and ceiling height
- ☐ Confirm capacity at different times of day/night
- ☐ Assess existing amenities: car parking, toilets, water points, power
- ☐ Evaluate accessibility for all guests (including disabled access)
- ☐ Plan guest flow: entrances, exits, and how people will move through the space
- ☐ Ensure emergency exits and access points are clear

Layout & Guest Journey

- ☐ Map each event zone or feature (stage, food, networking, workshops, etc.)
- ☐ Identify photo-worthy/social media moments
- ☐ Position the welcome desk for high visibility and flow
- ☐ Plan where branding should appear (and keep it consistent!)
- ☐ Balance open space with activity zones – avoid overcrowding or dead zones
- ☐ Design pathways and circulation that feel natural and inviting
- ☐ Consider how doors open – do they intrude on your layout?

Furniture & Set Design

- ☐ Choose seating types (theatre, cabaret, lounge, etc.) based on event type
- ☐ Determine the best arrangement for visibility, comfort, and access
- ☐ Plan for staging — raised/lowered areas, presenter visibility, performances
- ☐ Account for rain/weather cover if outdoors (tents, marquees, etc.)

Infrastructure & Equipment

- ☐ List all elements that need to be hired: staging, furniture, AV, lighting, etc.
- ☐ Confirm all power and cabling requirements are safely routed
- ☐ Include lighting plans (indoor/outdoor + decorative vs. functional)
- ☐ Plan signage and wayfinding
- ☐ Book team-building activities or entertainment zones (if applicable)

Safety & Queue Management

- ☐ Complete all health & safety checks and risk assessments
- ☐ Have stewards or signs to manage queues or large crowds
- ☐ Ensure staff are briefed and guest services (like first aid) are in place

Need Support Bringing It All Together?

Planning the layout is just the beginning — our team specialises in creating fully immersive, well-managed events from concept to delivery. From space planning and entertainment to bespoke theming and logistics, we handle it all so you can focus on the fun.

 Get in touch with us to discuss your next event

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