VIRTUAL EVENT
BUDGET CHECKLIST

Below are items to consider as you put together your plan and budget for your virtual event.

EVENT TITLE:

Date(s):	Location:		Estimated No. of attendees:

PLATFORM(S)

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
Item		$0.00	$0.00	$0.00	
MEETING/EVENT DESIGN AND FACILITATION					
Virtual event platform(s) (Zoom, GoToWebinar, Microsoft Teams etc.)	Track cost of platform(s) used for the event. Could be one platform for all, or a combination of platforms.				
Event design/ facilitation (who is designing the content and who is facilitating the event — can be same or different companies)	Cost of outside vendor if used to assist with event design and facilitation, rehearsal, and live event.				
Virtual event assistance	Cost of vendor/outside contractor to manage the technology aspect of the virtual event (setup, rehearsal, and live event).				
Subtotal					

EQUIPMENT					
AV/computer	Cost of updating current software, purchasing any needed items (for team and speakers/presenters, etc.).				
Subtotal					

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
EVENT COMMUNICATIONS					
Announcements	Track costs of creating, editing, and deploying event communications — whether handled internally or through vendor. (Tracking internal time will let you see if it might be cost-effective to outsource this for future events.)				
Press releases					
Attendee communications					
Speaker communications					
VIP communications					
Emcee talking points					
Housekeeping notes					
Survey and cover message					
Thank-you notes and post-event evaluation					
Subtotal					

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
EVENT PROGRAMMING					
Registration configuration	Track cost of software used for website/registration (Google form, Cvent, registration software system, email response, etc.).				
Mobile app	Cost for setting up and using mobile apps for events.				
Credit card/ merchant fees	Credit card/merchant fees associated with processing registration fees.				
Entertainment	Track costs for any non-content related entertainment such as music or fun activity.				
Presentation graphics	Review contracts and circle back with team to make any necessary changes from the original estimate.				
Interpreters					
Subtotal					

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
MATERIALS/SUPPLIES					
Translation of meeting materials	Track costs for translating meeting materials — this info will be helpful in creating future estimates.				
Shipping	Track cost of any item shipped (computer/tablet to speaker/ presenter, backdrops for presentations, etc.).				
Subtotal					

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
SPEAKERS					
Speaker/presenter honorarium or fees	Collect W-9 forms for the accounting office to process honorarium or pay fees.				
Subtotal					

CATEGORY	TIPS	PROJECTED	ACTUAL	ACTUAL LESS/OVER PROJECTED	COMMENTS
STAFFING					
Staff	Budgeted time for core staff to prep and manage event.				
Additional staff	Cost for additional staff needed to assist with the event.				
Subtotal					

TOTAL BUDGET			
CATEGORY	**PROJECTED**	**ACTUAL**	**ACTUAL LESS/OVER PROJECTED**
MEETING/EVENT DESIGN AND FACILITATION SUBTOTAL			
EQUIPMENT SUBTOTAL			
EVENT COMMUNICATIONS SUBTOTAL			
EVENT PROGRAMMING SUBTOTAL			
MATERIALS/SUPPLIES			
SPEAKERS' SUBTOTAL			
STAFFING SUBTOTAL			
Subtotal			