



Quick Reference Checklist

For your Groundbreaking Ceremony

- Choose your team.
- Designate your event planner/coordinator. Perhaps it may be you.
- Establish a budget for your event
- Plan activities
- Delegate responsibilities
 - Designate a contact for RSVPs
 - Choose emcee/speakers
 - Parking assistants
 - Greeters/ushers
 - VIP coordinator
 - Tour guides
 - Cleanup
- Contact your local chamber of commerce
- Set event date, time and rain date
- Select and contact event vendors
 - Caterer
 - Photographer/Videographer
 - Florist
 - Entertainment / Musicians
- Pre-determine event layout (where to place tables, chairs, podium, etc.)
 - Determine the number of tables, linens and trash cans needed and their placement.
 - Plan the setup of any A/V equipment you will be using.
- Prepare any materials needed for the event (visuals, awards, checks, documents, gifts, samples, etc.)
 - Locate company sign or banner if needed.
 - Name tags
 - Purchase ceremonial shovels and accessories
 - Design and send invitations
 - Deadline to get invitations to printer: _____
 - Prepare printed mailing labels
 - Date to mail/e-mail/fax invitations: _____
 - Prepare guest list
- Date to call or send reminders: _____
- Prepare press release
- Identify dates to contact local media: _____
 - Notify media
 - Invite media to attend

Products Checklist

- Shovels
- Hard Hats
- Stanchions
- Bows
- Banners
- Shovel Display Case
- Shovel Wall
- Plaque
- Shovel Embedments
- Gifts for Guests



SHOP

Post-event tasks

- Follow up with thank-you notes to all of your speakers, sponsors and other VIPs who attended, as well as your faithful staff.
- Share your photos/videos by posting them online, including them in your newsletter or using any other appropriate means of getting your news out.
- Send a post-event news release with photo of your groundbreaking ceremony to your local media.