

Event checklist

The checklist below is intended to make sure that planning an event is as straightforward as possible, and nothing important is missed out. It is particularly aimed at people planning their first few events. If you can tick all the boxes, you shouldn't have any problems. If a question is not relevant (eg dress code enforcement at a Social), just tick the box.

Event name:

Proposed date:

Key info:

- Is the event more than five weeks from now (to allow for publicity)
- Have you selected a venue
- Have you decided if this is a Social (relaxed) or a strict dress code BLUF Night
- Do you have one or more hosts, who are BLUF members, and able to answer questions about the club
- If your event has a strict dresscode, do you know who will be enforcing it
- If your event is to be part of a larger event, have you informed the organisers of that event, and confirmed that they are happy for you to proceed
- Have you obtained initial consent for your event from BLUF
- If your event will be ticketed/reserved, have you obtained permission from BLUF

Venue:

- Is the venue aware they will be hosting a BLUF event
- If there is an entrance charge, has this been cleared with BLUF HQ
- Have you enquired about the possibility of discounts/offers for BLUF card holders
- If a dress code will be enforced, is the venue aware that some customers may be turned away, and who will be responsible for enforcement
- Does the venue understand the rules about using the BLUF name and logo
- Have you checked the accessibility of the parts of the venue that will be used

Promotion:

- Has a poster/promotional image been created
- Does the poster follow the BLUF logo usage guidelines
- Has permission been sought from both models and photographer for photo usage
- Have you considered the diversity of people featured
- Has any required photo credit been added
- Is the BLUF trademark acknowledged (mandatory from July 2021 in EU, UK & US)
- If this is your first event, has the poster been approved by webmaster@bluf.com
- Have you written a description of the event for use in the calendar listing
- Have you submitted details of the event to events@bluf.com
- Have you decided if the event should be promoted only to BLUF members (eg events in private homes, events where space is limited, or special openings)

Submission checks:

- Poster or promo image (PDF, JPG or PNG)
- Date and time of event
- Name of event
- BLUF numbers of organisers and/or hosts
- Venue name and full address
- Event description (one or two paras), including whether members only, and accessibility
- Summary (used as image captions, and Twitter, eg "BLUF at Backstreet, London E3")
- For ticketed/reserved events, details or URLs as required