



## Pre-Production Call Readiness

A best-practice checklist for  
experienced event teams

**The most effective pre-production calls don't start with discovery. They start with alignment.**

This checklist reflects the inputs seasoned planners and internal event teams typically consider before engaging an event production partner. You don't need everything finalized, but having priorities, constraints, and ownership identified upfront allows the conversation to move quickly from fundamentals to risk reduction, creative optimization, and execution strategy.

Think of this as shared readiness, not paperwork.

### Before your first pre-production call, consider:

#### Event context

- Event purpose and success criteria
- Budget and tiered priority areas
- Date(s), venue(s), and key milestones
- Primary decision-maker and approval path

#### Program & audience

- Audience profile and headcount (in-room, virtual, hybrid)
- Program format and session inventory
- Speakers and content types (slides, video, demos, remote presenters)
- Key moments that require emphasis or redundancy
- Stakeholder contacts

#### Venue & infrastructure

- Room diagrams or floor plans
- Known venue constraints (rigging, power, labor, load-in/out)
- Internet requirements, especially for hybrid or streaming

#### Production direction

- Creative intent or brand considerations
- Stage, screen, and scenic expectations
- Audio and accessibility needs

#### Operations & guardrails

- Draft agenda or run-of-show (if available)
- Redacted line item invoice from previous event project
- Tiered list of budget priorities
- Known risks, sensitivities, or open questions

### Ready to put this into practice?

Email Us

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Call Us 855.GET.ICE9

to get started today.

