



The Kweva Guide to a Seamless Event

MASTER EVENT PLANNING &
AUDIO-VISUAL CHECKLIST

Plan with Precision.

Execute with Polish.

Focus on Your Guests, Not the Gear.

Disclaimer

This checklist is provided for general informational and event planning purposes only. While it aims to cover comprehensive event planning, it does not constitute professional advice for legal, financial, or specific technical matters. Users should consult qualified professionals for specific needs, permits, or contracts.

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Kweva is more than an audio visual supplier — we are a trusted partner for events where excellence is non-negotiable. We specialize in corporate functions, conferences, and luxury events across Nairobi and Kenya, where flawless execution is essential.

Event Foundation & Logistics

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Event Concept & Goals

- ☐ Define the purpose: corporate conference, gala dinner, wedding, product launch, etc.
- ☐ Identify key outcomes (brand awareness, networking, fundraising target, entertainment).
- ☐ Establish event theme or creative concept.
- ☐ Create a decision-making team and assign roles (event manager, AV lead, logistics, finance).

Budget & Financial Planning

- ☐ Draft a high-level budget (venue, catering, AV, décor, marketing, contingency 10–15%).
- ☐ Break down budget into categories: Venue | Audio Visual | Décor | Catering | Marketing | Staffing | Transport | Insurance.
- ☐ Request quotes from at least 3 suppliers for each major item.
- ☐ Include hidden costs (permits, service fees, overtime, taxes).
- ☐ Track spending against budget throughout planning.

Timeline & Project Management

- ☐ Create a master timeline with key milestones (booking deadlines, rehearsals, marketing launch).
- ☐ Build a detailed run-of-show for event day (minute-by-minute schedule).
- ☐ Schedule regular planning meetings with vendors and team.

Venue Selection & Contracts (Non-Technical)

- ☐ Shortlist venues that match capacity, theme, and budget.
- ☐ Confirm available furniture, staging, and in-house AV equipment.
- ☐ Confirm parking and accessibility (wheelchair ramps, elevators).
- ☐ Negotiate and sign contracts (cancellation clauses, overtime rates, liability).

Program & Content

- ☐ Finalize agenda (speakers, performances, breaks).
- ☐ Prepare presentation templates and branding (PowerPoint, videos, graphics).
- ☐ Identify special moments needing AV cues (award reveals, music intros, video roll-ins).
- ☐ Arrange rehearsals for all key participants.

Marketing & Communications

- ☐ Develop marketing plan (social media, email, press, paid ads).
- ☐ Create event website or ticketing page if needed.
- ☐ Design invites, save-the-dates, and RSVP system.
- ☐ Coordinate signage, banners, and on-screen branding with the AV team.

Vendor & Guest Experience

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Vendors & Staffing (Non-AV)

- ☐ Confirm all suppliers (décor, catering, entertainment, security).
- ☐ Collect insurance certificates and emergency contacts.
- ☐ Schedule arrival/load-in times for each vendor.
- ☐ Brief all staff and volunteers on roles and emergency procedures.

Guest Experience

- ☐ Finalize registration/check-in system (QR codes, badge printing).
- ☐ Ensure clear wayfinding signage from parking to venue.
- ☐ Confirm comfort amenities: seating, restrooms, and charging stations.
- ☐ Confirm accessibility: ramps, interpreters, and assistive listening devices.
- ☐ Confirm hospitality: catering timing and dietary requirements.

Technical Execution & Precision

(The Kweva Speciality)

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FEELING OVERWHELMED BY AV?

This is Kweva's Expertise.

Precision Without Stress is our signature promise. If checking the boxes below feels complex, let us handle it. We guarantee a seamless, precise, and stress-free delivery.

Technical Site Review (AV Pre-Check)

- ☐ Power Capacity: Confirm number of sockets and 3-phase availability for AV.
 - * *Kweva Expert Delegation: We handle the full load calculation and secure necessary power distribution.*
- ☐ Load-in/Load-out: Verify access for trucks and equipment.
- ☐ Rigging Points: Check ceiling height and certified rigging points for lighting or LED screens.
- ☐ Acoustics Audit: Inspect site for echo, distortion, and ambient noise.
- ☐ Backup Power: Confirm generator or UPS availability for critical systems.

Comprehensive Audio Visual (AV) Planning

Sound

- ☐ Determine microphone needs: wired/wireless handhelds, lavalier/lapel, podium, and instrument inputs.
- ☐ Speaker configuration: Main PA system sized for room and audience, plus front fills/side fills for even coverage.
 - * *Kweva Expert Delegation: We use precision sound mapping to ensure zero distortion and perfect coverage.*
- ☐ Schedule full sound check and feedback suppression

Visual Displays

- ☐ Choose display type: LED screens (size and pixel pitch) or projector & screen (brightness vs. ambient light).
 - * *Kweva Expert Delegation: We select the ideal high-definition screen based on your audience viewing distance and ambient light.*
- ☐ Confirm screen placement for clear sightlines.
- ☐ Test all videos and slides in native resolution.

Lighting

- ☐ Plan stage wash lighting for speakers/performers.
- ☐ Plan ambient/mood lighting to complement décor.
- ☐ Plan dynamic effects (gobos, moving heads) for entertainment.
 - * *Kweva Expert Delegation: Our intelligent fixtures and precision programming set the perfect mood and spotlight every key moment.*
- ☐ Plan dimmer control and cues for transitions.

Power & Connectivity

- ☐ Calculate total electrical load (AV + catering + décor).
- ☐ Secure sufficient power distribution, cables, and surge protection.
- ☐ Confirm stable internet or dedicated bandwidth for streaming.

Recording & Streaming (Hybrid Solutions)

- ☐ Determine if the event will be live-streamed or recorded.
- ☐ Select camera positions and switching setup.
- ☐ Test streaming platforms (YouTube, Zoom, Teams).
- ☐ Kweva Expert Delegation: We integrate streaming platforms with on-site AV to extend your event beyond physical walls.
- ☐ Arrange backups for video capture and audio feeds.

On-Site Support

- ☐ Assign a dedicated AV project manager.
- ☐ Provide technical crew for setup, operation, and strike.
- ☐ Conduct full rehearsal including lighting cues and AV transitions.

Technical Execution & Precision

(The Kweva Speciality)



Vetting Your Audio Visual Partner

Use these questions to ensure you partner with a professional AV supplier for your high-stakes event:

- ☐ Risk & Liability: Does the supplier carry sufficient liability insurance and provide a detailed safety plan (e.g., secured cables, tested rigging)?
- ☐ Contingency: Do they have a clear backup plan for critical systems (extra microphones, backup laptop, secondary power supply)?
- ☐ Experience & Specialization: Can they provide references specifically from high-stakes corporate or luxury events similar to yours?
- ☐ Crew Professionalism: What is the crew dress code, and do they have an on-site AV Project Manager who acts as a single point of contact? (The Kweva team is known for visible polish and professionalism.)
- ☐ The Process: Do they offer a clear, step-by-step process from inquiry to follow-up that guarantees consistency and peace of mind?

Event Day & Post-Event Wrap-Up

Event-Day Execution

- ☐ Conduct a full venue & AV walkthrough before guests arrive.
- ☐ Perform final sound, lighting, and video checks.
- ☐ Review run-of-show with all team members.
- ☐ Monitor timing and cue changes in real time.
- ☐ Keep emergency contacts and first aid kit on site.

Post-Event Wrap-Up & Refinement

- ☐ Supervise equipment breakdown and inventory check.
- ☐ Reconcile final invoices and payments.
- ☐ Collect attendee feedback and team debrief notes.
- ☐ Review AV recordings for post-event content (highlight videos, marketing reels).
- ☐ Prepare final budget report and lessons-learned document.

Kweva Pro Tips: The Seamless Event Difference

- ☐ Book AV early – Last-minute changes cost more and limit equipment choices.
- ☐ Book Kweva and other service providers early to lock in your date and guaranteed premium gear.
- ☐ Share floor plans – Accurate room dimensions help with speaker coverage and LED screen sizing.
- ☐ Run a full rehearsal – Lights, audio, and presentations tested together prevent surprises.
- ☐ Kweva provides a dedicated AV Project Manager and crew for zero-stress rehearsals.
- ☐ Simplify Your Stress Profile – Partnering with a proven AV company like Kweva is the single best way to ensure Precision Without Stress for high-stakes clients.

Final Thoughts

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You've reviewed the checklist.

You've seen the complexity.

Now, let Kweva bring the Precision Without Stress that your high-stakes event deserves. The moment you partner with Kweva, the entire AV complexity in Part 3 of this checklist is taken off your plate.

Stop Planning the Gear. Start Planning the Experience.

As your trusted AV partner, we handle every detail so you never worry about sound, lighting, or visuals.

We offer:

- * *Premium Experiences for Conferences and Luxury Events.*
- * *Precision Without Stress backed by our signature Kweva Flow™ process.*
- * *Complete AV Solutions including Audio, Lighting, Visuals, and Hybrid/Streaming.*

Ready to Delegate the Complexity?

Request Your Free Site Inspection & AV Consultation
Today.

(We service Nairobi and all of Kenya.)

Click Here to Connect with a Kweva Expert

- * *Call Us: +254 710 809098*
- * *Email Us: hello@kwevaevents.com*



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