

Conference Print Materials Checklist

Use this checklist to plan printed materials for a business conference, seminar, training day or corporate event.

How to use this checklist: Review each item, decide whether it is needed for your event, then tick it off once the artwork, quantity and deadline have been confirmed.

Print item	Purpose / when to use it	Tick
Invitations	Invite delegates, speakers or VIP guests to formal conferences, seminars or leadership events.	☐
Postcards / save-the-date cards	Promote the conference, share key details or provide a compact reminder before the event.	☐
Direct mail pieces	Reach selected customers, prospects or local audiences with targeted pre-event communications.	☐
Branded envelopes	Add a professional finish to posted invitations, conference packs or follow-up material.	☐
Name badges	Help delegates, speakers, sponsors and staff identify each other and network more easily.	☐
Delegate folders / presentation folders	Keep agendas, speaker notes, sales material, sponsor inserts and handouts together.	☐
Notepads	Give delegates something practical to use during sessions while keeping the brand visible.	☐
Agendas / programmes	Help attendees follow the schedule, session timings, speakers and room locations.	☐
Speaker profiles	Introduce speakers and provide useful context for talks, panels or breakout sessions.	☐
Feedback forms	Collect comments from delegates, sponsors or attendees after sessions or at the end of the event.	☐
Flyers and handouts	Share quick summaries, offers, session details or campaign messages at registration desks and breakout areas.	☐
Folded leaflets	Provide more information in a compact format, such as event programmes or service summaries.	☐
Brochures	Offer detailed company, sponsor, product or service information for delegates to take away.	☐
Sponsor packs / partner inserts	Give sponsors and partners a structured way to share information with attendees.	☐
Posters	Display schedules, directions, sponsor messages, announcements or session information around the venue.	☐
Mounted posters	Create sturdier signs for easels, counters, display boards or high-traffic areas.	☐
Roller banners	Add portable branding at entrances, registration desks, speaker areas and networking spaces.	☐
Wide roller banners	Create stronger visual impact in larger spaces or where more message space is needed.	☐
Fabric display walls	Create a branded backdrop for stage areas, photo opportunities, sponsor walls or press areas.	☐
Pop-up exhibition displays	Support sponsor stands, partner areas or exhibition-style zones within the conference.	☐
Business cards	Support networking, sales conversations and follow-up after meetings or introductions.	☐
Follow-up postcards or handouts	Give attendees a simple reminder, offer or next step after the conference.	☐
Letterheads	Support formal follow-up packs, post-event correspondence or printed client communications.	☐
Compliment slips	Add a branded personal touch to printed follow-up packs or event correspondence.	☐

Print item	Purpose / when to use it	Tick
Goodie bag inserts	Organise selected printed materials, offers, sponsor messages or QR-code prompts in delegate bags.	☐
Branded merchandise / stationery	Add useful takeaways such as branded notepads, pens or other small items for conference bags.	☐

Planning note: For larger conferences, allow time for artwork checks, proofing, final guest list changes and delivery to the venue.

Firstpointprint can help with conference print materials including delegate packs, name badges, brochures, handouts, signage, banners, branded displays and conference goodie bag items.