

Event Recap & Highlight Reel Readiness Checklist

A practical post-event checklist for organizers

The event is over, but the story does not have to end when the room clears. Use this checklist to gather the right pieces for a useful recap video, highlight reel, or set of short clips—without scrambling for missing details later.

Immediate capture

- ☐ Back up camera cards, phone footage, audio, slides, and other files in at least two locations.
- ☐ Name folders by event, date, and source (for example: `EventName\_2026-09-25\_CameraA`).
- ☐ Write down the event basics while they are fresh: name, date, location, purpose, and audience.
- ☐ Note the strongest moments before memories blur: keynote lines, announcements, reactions, awards, demonstrations, and unexpected wins.
- ☐ Flag any time-sensitive material, such as a registration opening, next-event announcement, or campaign deadline.
- ☐ Save the run of show, schedule, speaker list, sponsor list, and final attendee-facing event copy.
- ☐ Identify one person who can answer questions and make timely decisions on the recap.

Story & messaging

- ☐ Choose the job of the video: thank attendees, show the event experience, support next-year registration, explain the mission, or give sponsors usable content.
- ☐ Define the one-sentence takeaway you want viewers to remember.
- ☐ Pick the audience for the first cut: attendees, future attendees, sponsors, members, customers, or internal leadership.
- ☐ Select the moments that prove the takeaway—not just the loudest or most crowded shots.
- ☐ Gather accurate names, titles, organizations, quotes, and event terminology.
- ☐ Decide whether the recap needs a beginning, middle, and end: invitation/context, experience and key moments, then a clear next step.

- ☐ Mark must-use language and must-avoid language for the organization, speakers, and sponsors.
- ☐ Keep the first version focused. A short highlight reel and a few purposeful social cuts may serve better than one overloaded edit.

B-roll & assets

- ☐ Pull a balanced mix of wide room shots, signage, registration, details, speakers, audience reactions, conversations, and transitions.
- ☐ Include the human texture of the event: arrivals, handshakes, questions, laughter, networking, volunteers, and behind-the-scenes preparation.
- ☐ Collect clean shots of sponsor marks, stage branding, products, booths, printed materials, and venue details.
- ☐ Gather presentation slides, approved logos, lower-third information, headshots, and brand guidelines.
- ☐ Separate strong audio from camera footage: keynote recordings, interviews, room sound, applause, and usable ambient sound.
- ☐ Mark shaky, blurry, duplicated, underexposed, or technically damaged clips before anyone starts editing.
- ☐ Make a short selects folder with the best few clips in each category rather than sending every file.
- ☐ Note missing coverage honestly. A clear gap list helps determine what can be built from existing material and what needs a pickup.

Approvals & rights

- ☐ Confirm who owns or controls the event footage and who may approve its use.
- ☐ Check speaker, attendee, volunteer, performer, and vendor release requirements according to your organization's process.
- ☐ Confirm music licensing for any track already used in social posts or event playback; event playback permission may not cover online use.
- ☐ Verify permission for sponsor logos, presentation slides, artwork, photographs, and third-party clips.
- ☐ Create a list of people who must review names, titles, quotes, claims, and sensitive moments.

- ☐ Decide whether the approval is for factual accuracy only or also for tone, brand, music, length, and final cut.
- ☐ Set a review deadline and one point of contact so feedback does not arrive in conflicting batches.
- ☐ Keep a written record of restrictions: do-not-publish people, embargoed announcements, private conversations, and internal information.

Delivery & distribution

- ☐ Decide where the finished recap will live first: website, email, YouTube/Vimeo, LinkedIn, Instagram, internal channels, or a registration campaign.
- ☐ List the needed versions before editing: main recap, vertical/social cut, short teaser, captions, thumbnail, and a clean master if relevant.
- ☐ Confirm target aspect ratios, approximate lengths, file formats, captions, and naming conventions with the person publishing.
- ☐ Prepare a short description, approved event names, speaker names, links, and a clear call to action for each channel.
- ☐ Plan for captions and accessible text. Do not rely on music or visuals alone to carry the message.
- ☐ Keep a final master, caption file, project files, licenses, approvals, and a simple archive note together.
- ☐ After publishing, check the live video on mobile and desktop; verify audio, captions, links, thumbnail, and privacy settings.
- ☐ Save useful cutdowns and unused selects for later, with rights and expiration notes attached.

When to bring in a pro

- ☐ Bring in a video professional when the footage is spread across phones, cameras, and presenters and no one has time to sort it.
- ☐ Ask for help when the recap needs a clear story rather than a chronological slideshow of the day.
- ☐ Consider a pro when audio is inconsistent, key moments need cleanup, or the final video must feel at home beside your brand.
- ☐ Get an outside review when rights, approvals, captions, multiple formats, or a quick deadline create too many moving parts.

☐ A useful first conversation can simply be a review of what you captured, what you need, and what is missing—no pressure to force a larger project.

****Quick next step:**** Put the event basics, selects, schedule, brand assets, and rights notes in one shared folder. That gives your team—or a production partner—a clear starting point.

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