

CARSAL GUEST LIAISON | SELF-ASSESSMENT TOOL | TRUSTED BY CORPORATE EVENT MANAGERS SINCE 2009

Guest List Accuracy Checklist

Work through each section before your event. Every amber or red item is a risk to address before event day.

Event: _____ Date: _____ Manager: _____

HOW TO USE: Tick each item when confirmed. High = address immediately Medium = address before event day Good = best practice in place

#	CHECK ITEM	RISK	NOTES / ACTION
SECTION 1: RSVP ACCURACY			
Is your confirmed guest list a current, accurate reflection of who will attend?			
<input type="checkbox"/> 1	Single source of truth for the guest list One master document, one owner, one update process	High	Multiple spreadsheet versions are the most common source of check-in failure. CARSAL: CARSAL maintains a single live guest record updated in real time. Every team member and supplier works from the same version.
<input type="checkbox"/> 2	Change log in place, not just a confirmed column Every update timestamped and traceable	High	Dietary, guest count, and transport changes must be captured, not just noted. CARSAL: CARSAL's change tracking logs every update with a timestamp so nothing is lost between communication and coordination.
<input type="checkbox"/> 3	All four guest states tracked separately Non-response, confirmed, cancelled post-confirmation, and no-show (event day only)	High	Non-response is not a decline. Cancelled is not a no-show. Conflating these four states means wrong numbers reach every supplier. CARSAL: CARSAL tracks all four states explicitly. Non-responses are followed up individually. Cancellations trigger immediate downstream corrections.
<input type="checkbox"/> 4	RSVP management active until 48 hours before the event Late changes processed through the same formal protocol as early ones	Medium	Informal late changes via messages are the most commonly missed updates.
SECTION 2: GUEST DATA QUALITY			
Is the data attached to each guest record complete and usable on event day?			
<input type="checkbox"/> 5	Full name confirmed and matches identification Especially critical for accreditation and VIP access	High	Name mismatches cause check-in delays and queue build-up at registration. CARSAL: CARSAL's accreditation process verifies name data against identification requirements before event day.
<input type="checkbox"/> 6	Dietary requirements captured and confirmed with catering Not just noted, but verified and passed to the relevant supplier	High	A missed dietary requirement is both a health risk and a reputational one.
<input type="checkbox"/> 7	Accessibility and special requirements flagged Seating, parking, mobility, hearing or visual needs noted and coordinated	High	These cannot be accommodated on the day without advance planning.
<input type="checkbox"/> 8	Plus-ones and additional guests formally registered Confirmed and added to master list, not assumed from a casual mention	Medium	Unregistered additions cause check-in confusion and seating shortfalls.
<input type="checkbox"/> 9	Company name and title confirmed for badge printing Spelling verified and preferred name noted	Medium	Badge errors create a poor first impression at professional events.
<input type="checkbox"/> 10	Guest mobile number captured for day-of logistics Essential for transfer coordination and last-minute communication	Medium	Critical for VIP arrival management and transfer updates.

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SECTION 3: GUEST COMMUNICATION TRAIL Has every guest received the information they need to arrive prepared and on time?			
<input type="checkbox"/> 11	First confirmation followed up closer to the event Second touchpoint sent 7 to 10 days before	High	Non-response after a reminder cycle requires individual follow-up, not assumption. CARSAL: CARSAL manages all confirmation touchpoints and flags non-responses for individual follow-up before supplier numbers are locked.
<input type="checkbox"/> 12	Reminder communications personalised by guest segment Guests with transfers, accommodation or special requests get tailored comms	Medium	Generic reminders miss critical detail confirmations for high-need guests.
<input type="checkbox"/> 13	Confirmation communication sent to all registered guests Includes event date, time, venue name and full address	High	Guests who are uncertain of basic details will not arrive prepared. CARSAL: CARSAL manages all guest communication through a centralised event website and communication schedule.
<input type="checkbox"/> 14	Transfer details confirmed to all guests requiring transport Pick-up time, location, vehicle type and driver contact number	High	Transfer mis-coordination is the most common VIP logistics failure. CARSAL: CARSAL's transfer management covers scheduling, driver briefing, flight alignment, and guest-facing confirmation.
<input type="checkbox"/> 15	Accommodation confirmation sent with check-in details Hotel name, address, reservation reference and check-in time	High	Guests should not need to call the hotel to confirm their own booking. CARSAL: CARSAL manages rooming lists, reservation tracking, and guest-facing accommodation confirmations as a coordinated service.
<input type="checkbox"/> 16	Dress code, parking and access instructions communicated Site-specific requirements guests need to know in advance	Medium	Practical details reduce arrival friction and first-impression problems.
<input type="checkbox"/> 17	Final reminder sent 24 to 48 hours before the event Confirms all key logistics, includes an emergency contact number	Medium	The final reminder is the last opportunity to reach an uncertain guest.
SECTION 4: ON-SITE READINESS Is the guest list in a format that enables fast, accurate check-in on event day?			
<input type="checkbox"/> 18	Final guest list locked and distributed to check-in team Single version, clearly dated, with a named document owner	High	Check-in staff working from different list versions create registration errors. CARSAL: CARSAL uses a centralised guest list that flows from RSVP through to on-site check-in, updating automatically at every stage.
<input type="checkbox"/> 19	Guest list sorted and formatted for fast lookup Alphabetical by surname, dietary and special notes in a visible column	High	Unsorted lists slow registration and create queues at the door. CARSAL: CARSAL's check-in setup enables instant name lookup so queues clear in seconds, not minutes.
<input type="checkbox"/> 20	VIP guests flagged with a separate arrival process Dedicated check-in point or greeter confirmed	High	VIPs must not queue at general registration. CARSAL: CARSAL coordinates dedicated VIP arrival protocols including greeter briefing, routing, and real-time status updates.
<input type="checkbox"/> 21	Post-event reconciliation scheduled within 48 hours Confirmed versus attended comparison planned before the event ends	Good	Reconciliation data improves every future event. Book the time before the event.

Found gaps in your guest logistics process?

CARSAL manages the full guest journey so your team can focus on the event.
 Attendance logistics specialist for corporate events since 2009.

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Schedule a 15-minute guest-flow review