

Event Planning Checklist

Planning a successful event takes time, commitment, support, organization, and funding. The following checklists were created as roadmaps to assist chapters in planning successful events on and off campus.

Brainstorming/Idea Generating: At least 6 weeks out or more from the event

- What is the events purpose and targeted audience? Is it serving students?
- Estimate program costs and formulate budget
- Funding questions
 - How much funding does your chapter plan to allocate for this event?
 - Are there any other sources of funding to support this event?
 - Will this event generate revenue which will help offset the cost of the event?
 - Approach possible co-sponsors: Campus Clubs, Departments, Programs, Services, Community Organizations
- Check all calendars for conflicts: Academic Calendar, Events & Workshop Calendar, Clubs Calendar, etc
- Scope out viable locations/venues based on the purpose of your event/program

At least 5 weeks out or more from the event

- Set the date and time.
- Reserve your location:
 - What size/type room do you need?
 - Is the event held on or off campus?
 - If the event is held off campus, is it within the chapters budget to rent the location?
 - If the event is held on campus, **check with the campus facilities department for space reservation.**
 - Number of chairs/tables
 - Room setup/configuration
 - How much time in advance does your chapter need to setup the space?
 - How much time does your chapter need to clean up the space?
 - Audio/Visual needs (smart room, podium, mic and speakers, etc.)

- Contact the entertainer/vendor/speaker:
 - Negotiate! Never say yes to the first bid.
 - Consider volunteer entertainer/vendor/speaker
- Develop promotional strategy/plan. Be creative!
 - Chapter social media
 - Create/Print your posters
 - Campus Marketing: Add event to calendar
 - Campus Marketing: College social media

At least 2 weeks out or more from the event

- Shop for supplies for your event (keep itemized receipts)
- Talk it up, everywhere and to everyone
- Update chapter social media platforms
- Create programs, pamphlets, or fliers needed at the event.
- Begin organizing your volunteers

At least 1 week out or more from the event

- Call performer and make sure travel arrangements are secured.
- Call venue/reservations and make sure all details are secured.
- Finish collecting day of event supplies: signage, banner, tape, pens, etc.
- Call the Office of Student Activities and make sure all checks are ready to pick up.
- Write and practice your introduction.

Day of event

- Set-up arrow, signs, and balloons for day of advertisement.
- Pre-show meeting with volunteers, your volunteers need to know exactly what to do.
- Verify that you have everything you need.
- Verify the performer is running on time.
- Meet vendors at the event and assist with set-up.

Just after event

- Pay performer in a discreet location
- Count cash in a discreet location
- Clean up; remember that your reservation location may have special clean up regulations.
- Put away supplies; clean them if needed before returning them.

Post event

- Submit itemized receipts and paperwork for reimbursement
- Take down all publicity.
- Give thank you notes to volunteers.
- Do a post-event evaluation and Event Group Debrief
- Make sure to pay all artist/ venue/ caterers, if you didn't pay them immediately after the performance.