

# Event Planning Checklist

## 1. Determine What Event to Have (Beginning of Year)

- Assessed members/WSU students for ideas.
- Looked around campus for programming ideas.
- Determined how many events to have during the semester.

## 2. Determine Costs for the Event (8-9 weeks before event)

- Estimated all costs for the event (publicity, performer costs, A/V needs, etc.).
- Determined how to pay for the event.

## 3. Reserve Space for Event (4-6 weeks before event)

- Decided on time, date, and location for event.
- Completed Event Planning Form (EPF) to reserve space for the event.

## 4. Arrange Event Needs with Supporting Services (4-6 weeks before event)

- Talked with University offices about A/V needs, food, publicity, performance/speaking fees, etc.
- Completed and submitted to the Dean of Students Office the correct financial forms.

1. Off-campus services – 4-6 weeks prior to event

2. On-campus services – 2 weeks prior to event

## 5. Determine Marketing Plan (3-4 weeks before event)

- Talked with group's PR & Marketing Chair
- Put correct information on all publicity:
  - 1. Event name, time, date, location;
  - 2. Name of group and contact information; and
  - 3. If there is a cost for the event.
- Talked to The South End about doing a pre-event story
- Put up publicity – physically and online (1-2 weeks before event).
- Did day-of-event publicity blitz to remind people of your event.

## 6. Recruit Members to Volunteer for the Event (2-3 weeks before event)

- Created sign-up sheet (physical or electronic).
- Assigned a host for any speaker or performer.

## **7. Advance the Event (3-5 days before event)**

- Contacted the speaker/performer/agent to confirm details and arrival.
- Checked with University offices to make sure services are set and got emergency contact numbers from them.
- Sent reminder email to event volunteers.

## **8. Day of Event**

- Got there early to make sure room is unlocked and set-up properly.
- Have list of emergency contact numbers and volunteer contact numbers.
- Made arrangements to let people know our group is sponsoring the event (e.g. announcement, table, group shirts/nametags).
- Made sure all decorations, flyers, handouts, food containers, etc. are removed after event has ended.

## **9. After the Event (completed within 1 week after event)**

- Celebrated with group members about the great event!
- Wrote thank-you notes to performer/speaker and any outstanding University offices.
- Thanked or recognized members who volunteered at event.
- Made sure all services were paid and all equipment was returned.
- Had members walk around campus and remove any flyers still up.

## **10. Evaluate the Event (completed within 2 weeks after event)**

- Candidly discussed event with other group members who helped with planning.
- Got feedback from those who attended the event.
- Made notes and put in folder with other event planning information for future reference.