# **Event Planning Checklist**

Use this basic checklist to assist your group in planning a successful event. You should plan at least 8 weeks out.

Name of Event: Date:	 	
Time:		
Location: Event Purpose:	 	

#### 8 WEEKS PRIOR BRAINSTORMING

□ Will the event work?

□ How many people do you need to make the event happen?

Does the event serve a need previously not met on campus?

Do we have the resources to make it happen?

#### BUDGETING

□ See sample budget planning sheet (attached)

### 4 – 6 WEEKS PRIOR

#### SCHEDULING

#### Who's in charge: \_

- Room reservation
  - $\circ~$  What size room do you need?
  - o What kind of tech needs do you have?
  - What can you afford?
- □ Tentatively book a couple of dates
- □ Call your performer or vendor (if applicable) and schedule the performance date
- Confirm your date
- □ Schedule a meeting to go over your tech needs and room set-up
- □ Schedule the travel arrangements for your performer (if necessary), including a ride to and from the airport and/or hotel
- Book hotels and/or make dinner reservations for your performer
- □ Schedule catering/food menu

#### APPs & PERMITS

- Who's in charge: \_\_\_\_\_
- □ Food Permit
- Outdoor Facilities
- Sanitation Permit
- Sales/fundraising Application
- Security Scheduled
- Film License

#### FUNDING

Who's in charge: \_\_\_\_

What measures are you taking to ensure you can pay your performer/vendors up front?

□ If you are applying for Student Services Fees, did you get your applications in by the deadline?

□ Have you scheduled an appointment to meet with the SSFAC committee?

#### ADVERTISING

Who's in charge:

- □ Posters
- □ E-mailing
- Flyers
- Other forms of marketing
- Marketing Timeline

#### SHOPPING

Who's in charge: \_\_\_\_

- □ Supplies needed for your event:
  - o Silverware
  - Plates
  - o Napkins
  - o Cups
  - Decorations
  - Cashbox
  - o Performer specific items/requests
  - o Other:
  - •
  - •
  - •

#### 2 WEEKS PRIOR

Who's in charge: \_

- Call facilities and make sure all details are secured
- □ Make sure all permits are completely ready
- □ Confirm performer's itinerary
- □ Assign event shifts: set-up, hosts & break down
- D Prepare programs or fliers needed for the event

### DAY OF EVENT

Officer in charge:

Pick up performer/vendor and get to performance site

- Compile performer requests in dressing room
- □ Arrive early for the event for set-up
- Meet vendors at the event and assist with set-up
- □ Greet guests at the door
- □ Have fun!

□ Clean up, remember that your reservations location may have special clean up regulations

AFTER THE EVENT Who's in charge:

□ Send thank you notes to performers and to volunteers who worked extra hard

Do a post-event evaluation (see example attached)

□ Make sure to pay all bills on time!!

\*\*Don't forget to keep a list of the people and the phone numbers that you are contacting throughout your planning. Use the back of this list\*\*

## BUDGET PLANNING WORKSHEET

Here is a sample worksheet to set your project budget.

Amount Allocated for Event:	*Your Expenses should no	ot exceed the budgeted amount.
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Funding: Org Treasury	SPC De	partment Other:	
ANTICIPATED EXPENSES		ANTICIPATED INCOME	
Facilities Rental		Admission Fees	
Food			
Lodging		Co-Sponsors (please list below)	
Publicity			
Speaker Fees / Honorariums			
Supplies			
Technical Support			
Travel		Other Income (please list below)	
Security			
Films License or Permits			
Registration fees			
Other			
*TOTAL	\$	*TOTAL	\$

## POST-EVENT EVALUATION

- 1. Did we meet our goals/objectives with this event?
- 2. Did we meet our budgetary goals?
- 3. Did we have enough volunteers for the event?
- 4. What could we have done differently to make the event better/more productive?
- 5. Did we have enough advertising/PR for the event? How could we have made this better?
- 6. Did we execute the program in a professional manner?
- 7. Did we face any group conflict with this program? What was it? How was it resolved? What could
- 8. we have done differently?
- 9. Would we bring this vendor/performer in again? Was it worth it?
- 10. Would we execute a similar program in the future? What changes would we make?
- 11. How does this program allow us to grow as a group, officers, and leaders? Was it a good program?

### Adapted from the University of Minnesota Student Union and Activities online document.