Event Planning Checklist

Use this basic checklist to assist your group in planning a successful event. Remember, we may not have all of the specifics that your event requires on this sheet, so brainstorm prior to starting your event planning to make sure everything gets covered!

Name of Event: _____

Date: _____

Time: _____

Location: _____

Event Purpose: _____

_____

_____

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)

SCHEDULING
Officer in charge: _____
- ❑ Talk with the appropriate room reservation office
  - o What size room do you need?
  - o What kind of tech needs do you have?
  - o What can you afford?
- ❑ Tentatively book a couple of dates
- ❑ Call your performer or vendor (if applicable) and schedule the performance date
- ❑ Call the reservation office back to 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

PERMITS (see Student Group Handbook to determine if you need any of these permits for your event)
Officer in charge: _____
- ❑ Food Permit filled out
- ❑ Outdoor Space Permit filled out
- ❑ Alcohol Permit filled out
- ❑ Sound Permit filled out
- ❑ Sanitation Permit filled out
- ❑ Sales/fundraising permit filled out
- ❑ Security Scheduled
- ❑ Film License

GRANTS/FUNDRAISING
Officer in charge: _____
- ❑ If you are applying for grants, did you get your applications in by the deadline?
- ❑ Have you scheduled an appointment to meet with the grant committee?
- ❑ What measures are you taking to ensure you can pay your performer/vendors up front?

ADVERTISING
Officer in charge: _____
- ❑ Postering
- ❑ E-mailing Listservs
- ❑ Chalking
- ❑ Other forms of marketing

SHOPPING
Officer in charge: _____
- ❑ Supplies needed for your event:
  - o Silverware
  - o Plates
  - o Napkins
  - o Cups
  - o Decorations
  - o Cashbox
  - o Performer specific items/requests
  - o Other:
    - ▪ _____
    - ▪ _____
    - ▪ _____

WEEK PRIOR
Officer in charge: _____
- ❑ Call reservations and make sure all details are secured
- ❑ Call SAO and make sure all permits have been signed and are completely ready to pick up
- ❑ Call performer and make sure travel arrangements are secured
- ❑ Assign event shifts for group volunteers (set-up, during, take down)
- ❑ Create any programs or fliers needed at 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
Officer 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 and turn in all grant paperwork on time!!

Don't forget to keep a list of the people and the phone numbers that you are contacting throughout your planning. We suggest collecting them on the back of this list

BUDGET PLANNING WORKSHEET

Here is a sample worksheet to set your project budget.

ANTICIPATED EXPENSES		ANTICIPATED INCOME	
Facilities Rental	$_____	Admission Fees	$_____
Food	_____	Co-Sponsors (please list below)	_____
Lodging	_____		
Publicity	_____	Anticipated Grants Income	_____
Speaker Fees / Honorariums	_____	Name of Grant _____ Amount Requested _____ Amount Awarded	
Supplies	_____	Name of Grant _____ Amount Requested _____ Amount Awarded	
Technical Support	_____	Name of Grant _____ Amount Requested _____ Amount Awarded	
Travel	_____	Name of Grant _____ Amount Requested _____ Amount Awarded	
		Other Income	_____
Security	_____		
Films License or Permits	_____		
Registration fees	_____		
Other	_____		
*TOTAL	$_____	*TOTAL	$_____

If your totals do not match, you may need to adjust your program accordingly.

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 we have done differently?

8. Would we bring this vendor/performer in again? Was it worth it?

9. Would we execute a similar program in the future? What changes would we make?

10. How does this program allow us to grow as a group, officers, and leaders? Was it a good program?