EVENT PLANNING CHECKLIST

Eight Weeks Before the Event
- determine the purpose of the event
- determine event sponsors
- choose a tentative date
- check availability of event venue (consider restrictions – no smoking, seating capacity, etc.)
- identify the intended audience
- decide on performers, DJs, speakers
- establish initial budget

Seven Weeks Before the Event
- conduct community needs assessment
- delegate tasks (publicity, logistics, food, speakers, decorations, evaluations, etc.)
- reserve space & process special facility requests (ex. Early morning, late night, etc. Consider extra costs.)

Six Weeks Before the Event
- finalize the date, time and location of event
- contract entertainment if needed
- meet with catering for food and beverages (See special guidelines for alcoholic beverages located in Student Handbook.)
- reserve audio/visual equipment
- order prizes and souvenirs
- make arrangements for ticket sales (distribution, costs, receipts, etc.)
- reserve security, if needed
- arrange for transportation (if needed)
- arrange for visitor parking (if needed)

Five Weeks Before the Event
- decide on a theme and title of the event
- develop an advertising and publicity plan
- confirm contract requirements and fulfillment of contract riders
- finalize budget

Four Weeks Before the Event
- contact The Signal (campus paper), Creative Loafing, AJC with details for event
- proofread advertising (including for copyright matters)
- submit request for initial advertisements on university Webpage

Three Weeks Before the Event
- begin publicity campaign - teasers
☑ begin working on decorations (ordering flowers, banners, balloons, special napkins & plates, plaques, etc.)

**Two Weeks Before the Event**
☑ begin posting publicity on campus
☑ organize volunteers for event
☑ submit request for final advertisements on university Webpage

**One Week Before the Event**
☑ distribute handbills, emails, signs, flyers for event
☑ create event evaluations

**Day of Event**
☑ check facility set-up
☑ decorate
☑ set-up for ticket sales and program distribution
☑ distribute and collect evaluations
☑ pay performers AFTER the event

**Week After the Event**
☑ send thank you notes
☑ reconcile all invoices
☑ meet with the event planning committee to evaluate the event