

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