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