

EVENT PLANNING WORKSHEET & TIMELINE

It is important to stay organized when planning an event or program. There are usually many details to remember and tasks to complete. Use the checklist below to make your event extraordinary.

Title of the Event: _____

Brief Description of Event:

Date / Time of the Event: _____

Reserved Location (Rain location if outdoors?): _____

Contact Person with Email & Phone Number: _____

1. Brainstorm & Choose an Idea (13 weeks prior) *Dates are mere suggestions, unless noted required*

With your committee or by yourself, brainstorm a list of ideas you would like to provide to the campus community. Remember that there are no bad or outrageous ideas when brainstorming. Review your brainstorm list and discuss the feasibility of each idea. Then choose the program you want to work on as a committee or organization.

2. Develop Program Goals (13 weeks prior)

Who is your target audience? (check all that apply)

____ Kids/Community ____ Knox Students ____ Faculty & Staff ____ Women
____ Men ____ Specific Club/Organization: _____ ____ Other: _____

What are the goals of the program?

A. _____
B. _____
C. _____

3. Communicate with the Performer/Presenter if applicable (12 weeks prior)

Take some time to call the performer or the performer's agent to discuss costs, availability, needs, and other important information. Do not confirm or offer anything at this point in the planning! Remember you always need to have your advisor involved in this process because they must sign a contact for anyone who comes to campus. Student, regardless if they are in a paid position, cannot sign contracts (See #7).

4. Reserve a Location (As soon as possible)

Determine which space on campus would best work for the program and then reserve it through the Campus Life Office by stopping in from 8am - 4:30pm, or calling 309.341.7527. Make sure to wait until you receive confirmation before you continue the process. **If your artist requires a "green room" or space near the stage, be sure to reserve that space as well. This will be outlined in their "rider" portion of the contract.**

5. Create a Budget (11 weeks prior)

Establishing a budget will assist you in using student funds appropriately and will help determine if you need to seek additional funding. Use the list below to help determine all your expenses for the event.

- _____ Artist's Fee _____ Decorations _____ Lodging (\$82 dollars per room/night)
- _____ Catering/food _____ Advertising _____ Security (if needed)
- _____ Transportation (Clubs are able to pay gas, not miles OR rental car plus gas)
- _____ Equipment Rental (Basic PA is free to Student Senate clubs through UB, any other equipment is at the expense of the club/organization)
- _____ Contract/Rider Agreement (typically snacks and beverages for before/after the performance)

6. Contract Performers (at least 10 weeks prior)

All performers should be contracted, regardless of whether or not they are receiving payment. All contracts need to be reviewed and signed by the Campus Life Office to be official. Any performer that will be paid will also need to complete a W-9 (or W-8 if International) tax form. These forms are available online at _____ or in the Campus Life Office.

7. Reserve Guest Lodging (9 weeks prior)

Some performers need lodging (may be written in the contract). Campus Life will assist you in making hotel reservations at the Holiday Inn Express in Galesburg. Remember to consider that transportation to and from the hotel, airport, or train station when arranging lodging.

8. Request Tech (4 weeks prior)

If the artist you are bringing to campus requires tech supplies you are not able to accompany yourself, you are welcome to contact Union Board. Forms for tech requests are available online at _____. Please provide as much information as you can about equipment needed, times, event basics. Note, Union Board runs on a limited supply. Therefore, tech is done on a first come, first serve basis. Also, if your event requires equipment beyond Union Boards supply, you will need to either rent or purchase the necessary equipment.

9. Design and Create Publicity Materials (3 weeks prior)

All publicity should be designed to include necessary information relevant to the event. Interesting forms of publicity are good ways to attract people to your event. The Student Leadership workroom has a wide assortment of supplies for your organization to use to make publicity. Remember to include all the sponsors' names on the publicity.

10. Order Catering/food (3 weeks prior)

Food and beverages are often a nice addition to a program or event. Any event requiring food service or beverage service held on campus may be serviced through Dining Services, third party vendor, or yourself. If an event is serviced by a third party vendor, or yourself; Dining Services must be advised of your plans in order to ensure compliance with Health Department Codes as well as safe food and beverage handling procedures.

11. Purchase Decorations (2 weeks prior)

Some programs may require decorations or special supplies. Talk with Campus Life to secure a credit card, Purchase Order, or online purchase of the needed decorative items. Remember to keep all your receipts so the businesses can get paid!

12. Distribute Publicity Materials (1-2 weeks prior)

Make sure your materials are placed in locations that will be seen or heard by the target audience. It is good to get the first "wave" of information out early so everyone can plan to be on campus during your event. Once the event date comes closer, then it is important to put up "the second wave" of advertisement to keep the event fresh in everyone's mind.

13. Create a schedule of events for the day (1-2 weeks prior)

In order for your event to be a success you will need to create a schedule for the day/event. If you have an artist coming to campus, what time do they need a ride, or will they arrive on campus. Contact names and numbers for artists or other helpers are helpful. Make sure you know what time doors open, event starts, time you need to close the event, etc. Also be sure to confirm volunteers so the event runs smoothly and everyone enjoys the experience. If your club is short on volunteers, recruiting help from other clubs is a great way to "co-sponsor" an event.

14. Email Security (1-2 weeks prior)

Letting security know you are having an event on campus is helpful for all. Simple details such as, "who is hosting the program, where it is, what is the time frame, and some minor details of the event." Security will be able to stop by and assist if needed, or at least be aware of an event going on to help unlock, relock doors. People to email include: John Schlaf, Mac Glass and Kevin McCoy.

15. Complete a Program Evaluation (2 days after)

The program evaluation will not only help you do a recap of the event and know how successful it was, it will also help future leadership prepare when planning events to come. Be as complete as possible when writing this out. Be sure to include at least the following: basic information, budget and actual expenses, what went well, what to improve on for next time.

Use the Program Evaluation Handout available in the Campus Life Office if needed.

This is one of the many handouts available to you. Feel free to meet with Jil Gates, in Campus Life for more details about this topic or any others related to leadership or your student organization.

We also have open advising hours Thursdays from 2 p.m. to 4 p.m. The Office of Student Activities is located in the Seymour Union, on the 1st floor. You can also ask questions by telephone at 309-341-7573 or email at jgates@knox.edu.

This document was adapted from the Office of Student Activities, Willamette University.

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