

**Program Planning Timeline**

***6+ Weeks before the event***

- \_\_\_\_\_ Determine event concept, possible date
- \_\_\_\_\_ Create budget for event, including contacting vendor/performer for availability and pricing
- \_\_\_\_\_ Check activities calendar for conflicting events
- \_\_\_\_\_ Reserve all performance facilities including dressing and hospitality rooms
- \_\_\_\_\_ Create University Ticket event

***5 Weeks before the event***

- \_\_\_\_\_ Brainstorm marketing campaign
- \_\_\_\_\_ Work with the Student Activities Office to Request Contracts from Vendor/Artists
- \_\_\_\_\_ Make reservations for hotel and transportation, if needed
- \_\_\_\_\_ Create a rough copy of poster
- \_\_\_\_\_ Submit Calendar Event Registration Form to Student Activities
- \_\_\_\_\_ Confirm details for University Ticket event and post

***4 Weeks before the event***

- \_\_\_\_\_ Finalize marketing plan
- \_\_\_\_\_ Review posting policies
- \_\_\_\_\_ Order items (i.e. Amazon, Oriental Trading, etc) with the Student Activities Office
- \_\_\_\_\_ Finish print marketing, get it approved by Student Activities/Marketing, and to printer
- \_\_\_\_\_ Create Social Media marketing (Tweets, Facebook event, etc)
- \_\_\_\_\_ Submit catering needs to Aramark via Catertrax and/or Jenn and/or Submit Food Waiver

***3 Weeks before the event***

- \_\_\_\_\_ Process all financial paperwork (Check Request, Invoice, Student Advance)
- \_\_\_\_\_ Request sound and light support from Media Services if needed
- \_\_\_\_\_ Finalize marketing plan
- \_\_\_\_\_ University Tickets sales start

***2 Weeks before the event***

- \_\_\_\_\_ Implement marketing plan
- \_\_\_\_\_ Submit sketch of layout (Campus Events and Student Activities need copies)
- \_\_\_\_\_ Meet with Campus Events Staff to review details of the event
- \_\_\_\_\_ Confirm catering with Aramark
- \_\_\_\_\_ Confirm all event supplies

***Week of the event***

- \_\_\_\_\_ Contact performer and advance the show (special arrangements, meals, and directions)
- \_\_\_\_\_ Launch special publicity campaign
- \_\_\_\_\_ Get any needed waivers (inflatables, travel)
- \_\_\_\_\_ Open Tab with Aramark, if needed

***Day of the event***

- \_\_\_\_\_ Put extra posters around campus
- \_\_\_\_\_ Meet performer
- \_\_\_\_\_ Relax and enjoy the show

***After the event***

- \_\_\_\_\_ Take down all publicity (night of or next day)
- \_\_\_\_\_ Send thank you notes
- \_\_\_\_\_ Fill out evaluation form