

EVENT CONCEPTUALIZATION

- ☐ Purpose and goal
- ☐ Audience
- ☐ Budget
- ☐ Theme and key messages
- ☐ Form a committee
- ☐ Follow approval process if necessary

CONFIRM DATE AND TIME

- ☐ other Edmonton events on that date?
- ☐ President
- ☐ Chancellor
- ☐ Board Chair
- ☐ Vice-Presidents
- ☐ Government Relations – if inviting government officials
(Be in touch with this office ALWAYS, when gov't officials are attending your event)
- ☐ Deans, Chairs, or Directors?
- ☐ Guest(s) of Honour?
- ☐ Public Affairs (Beats09)

FACILITY

- ☐ Reserve facility
- ☐ Confirm capacity
- ☐ Insurance/License/Permit requirements
- ☐ Tour space with event suppliers
- ☐ Wheelchair accessibility
- ☐ Electrical capacity
- ☐ Air conditioning or heating
- ☐ Background noise

GUEST LIST

- ☐ Assign person to maintain list
- ☐ Collect addresses/emails from various sources
- ☐ Build RSVP template to collect names
- ☐ Set up RSVP lines (web, voice-mail, e-mail, etc.)
- ☐ Track responses
- ☐ Create nametags or place cards

SECURITY

- ☐ Campus Security (will need to be contacted for an event of +300 people)
- ☐ Edmonton Police Services
- ☐ RCMP

CONFIRM CATERING DETAILS

- ☐ Style (luncheon, reception, dinner)
- ☐ Menu
- ☐ Bar style (open, host, donated)
- ☐ Provide final numbers one week prior
- ☐ Request dietary restrictions on invitations

CONFIRM RENTAL DETAILS

- ☐ Chairs, tables
- ☐ China, silver, glassware
- ☐ Linens
- ☐ Coat Racks, hangers & tickets
- ☐ Staging and draping
- ☐ Information booths
- ☐ Ice sculpture

TECHNICAL SUPPORT

- ☐ Audio visual (projector, TV, laptop)
- ☐ Lighting
- ☐ Electrical requirements
- ☐ Podium
- ☐ Microphone(s)
- ☐ Media feed (audio box)
- ☐ Photographer and/or videographer
- ☐ Volunteer cell phone list and/or headphones/walkie-talkies
- ☐ CART (real-time captioning) and/or sign language interpreter

DESIGN AND PRINTING OF MATERIALS

- ☐ Maintain a common theme
- ☐ Save-the-date postcards
- ☐ E-mail version of invitation
- ☐ Invitations and/or response cards
- ☐ Envelopes

STUFFING AND MAILING

- ☐ Directional signage
- ☐ Podium sign
- ☐ Banners
- ☐ Brochures
- ☐ Programs
- ☐ Hand-outs
- ☐ Parking maps
- ☐ Posters (Advertising information)

DEVELOP PROGRAM

- ☐ Assign an Emcee
- ☐ Order of speakers
- ☐ Create a minute-by-minute
- ☐ Speaking notes/speeches
- ☐ Seating arrangements for platform
- ☐ Bottled water for presenters
- ☐ Props (shovel, plaque, scissors, ribbon)

ENTERTAINMENT

- ☐ DJ, string quartet, bagpiper, harpist, live band, motivational speaker, recorded music, etc.
- ☐ Video
- ☐ Silent and/or live auction
- ☐ Theatrics
- ☐ Dance
- ☐ Door prizes

DÉCOR

- ☐ Flowers
- ☐ Balloons
- ☐ Displays
- ☐ Banners

PARKING

- ☐ Handicap accessibility
- ☐ Valet parking
- ☐ Paid parking vs complimentary Costs?
- ☐ Reserve City of Edmonton parking meters
- ☐ Arrange delivery and pick up parking with Parking Services

TRANSPORTATION REQUIREMENTS

- ☐ President
- ☐ Chancellor
- ☐ Board Chair
- ☐ Vice-Presidents
- ☐ Deans, Chairs or Directors?
- ☐ Government Members

TRANSPORTATION OTHER

- ☐ Rent golf carts
- ☐ Assign drivers

BRIEFING FOR VOLUNTEERS

- ☐ Briefing notes (volunteer Debriefing Notes)
- ☐ Handouts
- ☐ Nametags or identifiers

STAFFING FOR THE EVENT

- ☐ Team lead
- ☐ Greeters at various entrances
- ☐ Geeters for platform party
- ☐ Greeters for government members
- ☐ Catering lead
- ☐ Media lead
- ☐ Audio visual lead
- ☐ Development Officers
- ☐ Volunteers
- ☐ Coat check

TAKE-AWAY GIFTS

- ☐ Guest speakers/platform party
- ☐ Guests
- ☐ Should you be aware of any cultural sensitivity?

MEDIA (INTERNAL AND EXTERNAL)

- ☐ Press Release
- ☐ Advertisements
- ☐ Event coverage
 - ☐ *Print*
 - ☐ *Radio*
 - ☐ *Television*
- ☐ Paid Advertising
 - ☐ *Print*
 - ☐ *Radio*
 - ☐ *Television*
- ☐ Interview scheduling
 - ☐ *Print*
 - ☐ *Radio*
 - ☐ *Television*
- ☐ Pre-event photos

POST-EVENT DEBRIEF

- ☐ Monitor budget
- ☐ Thank you notes from host
- ☐ Thank you notes from committee
- ☐ Development Officers
- ☐ Collect all invoices and ensure payment

NOTES
