



Event Planning Checklist

This is a basic checklist intended to be a helpful tool in event planning. This checklist is not intended to be all-inclusive, so be sure to give thought to those details that may not be listed here.

- ❖ Identify your audience and their interests.
 - Possible ways of developing ideas are:
 - 1) questionnaires
 - 2) brainstorming
 - 3) getting acquainted interviews
 - 4) informally discussing ideas with others for reactions and to solicit participation

- ❖ Develop a purpose/mission.
 - What do you hope to accomplish?
 - Does it relate to the club/organization mission?

- ❖ What is the best means to reach your goal?
 - 1) present to a large or small group
 - 2) play and/or panel
 - 3) speaker and/or dinner
 - 4) film
 - 5) discussion
 - 6) lecture
 - 7) symposium
 - 8) retreat
 - 9) workshop

- ❖ Develop an event and a title.
 - Choose an event that has appeal and will generate interest.
 - Choose a title the will catch the audience attention.

- ❖ Event Overview
 - ◆ Identify an event coordinator/manager.
 - *This is the person who will plan the event and arrange for funding.*
 - *This person should be the one responsible for coordinating the many details of the event*

- ❖ Delegate responsibility. (member involvement is great)
 - set-up a committee
 - Ask for volunteers. Explain the task and see who is interested.
 - Ask specific people to handle specific tasks.
 - Follow up to see if committee members understand their assignments or need help.

❖ Budget

- ◆ Plan the anticipated event budget
- ◆ Identify the sources of funding

❖ Scheduling

- ◆ Identify the preferred dates for the event.
 - Consider why the event is being planned and who the intended audience will be
 - When would hosting this event make the most sense for the intended audience?
 - Review S.A.L.D Events calendar, to check for potential conflicts in attracting the intended audience.
- ◆ Identify the preferred venues for the event.
 - What size & type of room will be required?
 - Will parking availability, technology, or room for catering services be needed?
 - If you are unsure of a venue that will work best for the event, contact the Office of Student Activities and Leadership Development to determine the best venue
- ◆ Contact the presenter, performer, etc. to schedule the date of the event based upon the availability of a venue as verified in the steps above.
- ◆ Schedule the venue
 - Submit a room reservation request form with the Office of Student Activities and Leadership Development
 - Await confirmation that the venue has been reserved.
 - Be sure to reserve any necessary venues for a reception or dinner, it applicable.
 - Schedule well in advance to ensure that you will get the facility that you want. Be sure to check the S.A.L.D. events calendar to see what other events are planned for your potential date and time.
- ◆ Schedule the travel arrangements for the visitor(s)
 - Arrange air or train transportation
 - Arrange transportation from and to the airport
 - Reserve a College van with the Office of Student Activities and Leadership Development and, if necessary, to provide ground transportation for the visitor while in Fort Lauderdale
 - Make lodging reservations

❖ Catering

- ◆ Contact the Catering Department of your choice as soon as you have received confirmation of your room reservation to be sure they are able to add the event to their schedule.
- ◆ Select the menu

- ◆ Order linens for tables (*don't forget to include linens for the tables for registration, awards tables, etc.*)

❖ Media Services

- ◆ Determine the technology required for the event.
- ◆ Compare the technology needs with the technology equipment available in the venue you have reserved

❖ Publicity

Overall: Plan publicity to appeal to individuals for whom the event/program is planned. Posters must be planned in advance and put up during a time when people will be able to plan for that time and in a location where they will be seen.

Table Tents, Banners, and Posters: Once the event has ended please try to remove publicity from around campus.

Office of Student Activities and Leadership Development events calendar

Other Publicity Ideas: word-of-mouth, *The Current*, WNSU Radio X, buttons, stickers, t-shirts and reserve a table in Parker's lobby, to name a few.

- ◆ Prepare materials about the program
 - Obtain press kit, photos, CV, or biography to assist in the development of the event publicity
 - Arrange audio/video release forms
- ◆ Write press release and submit to the public affairs office
- ◆ Design poster and arrange for someone to distribute to poster locations
- ◆ Select guest list & mail invitations or send letter of invitation to the appropriate listserve

❖ Event Set up

- ◆ If you are unsure of the space and the needs, it is advisable that you first visit the room to assess how your event will flow in that venue.
- ◆ Review the event details and consider the needs as they compare to the venue (will you need chairs, tables for registration or seating, easels, a podium? Where will catering place the food? Will you need extra trash or recycling bins?)
- ◆ No less than two weeks in advance of the event, contact the person who originally scheduled the event to confirm the items you will need. If necessary, create a sketch to relay how you wish the room to be set up.

- ❖ Parking & Crowd Control
 - ◆ If your event will require assistance in managing parking arrangements or if you are concerned about managing the size of the crowd, contact the Public Safety Office at ext. 8999 to arrange these necessary details.

- ❖ After the program:
 - Return all resources and equipment and thank individuals who participated.
 - Do a program evaluation to help you better plan for your next event.
 - Thank you notes