

# Event Planning Checklist

Event Title: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Event Date: \_\_\_\_\_

Person Responsible: \_\_\_\_\_

Location: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

<b>4 - 6 Weeks before event begins</b>			
Task to be completed	Due Date	Assigned to	Date Completed
Submit proposal to CAB or Colket Center			
Submit publicity plan with proposal			
Reserve your facility thru Colket Center Info Desk			
Process contract thru Colket Center staff or directly to VP-Business Affairs			
Reserve or obtain necessary equipment for the event:			
Submit Colket a/v equipment needs to Info Desk			
Request Tech Crew equipment needs, if needed			
Order or purchase equipment from off campus vendors, if needed			
Arrange for box office ticket sales w/ Colket Center Coordinator			
Arrange for tickets to be printed w/ Colket Center Coordinator			
Arrange for Catering w/ Dining Services Catering Manager			
Begin publicity campaign:			
Write press release for Public Relations & WRKE			
Arrange/contract for posters & flyers to be designed			
Arrange/contract for posters & flyers to be printed			
Reserve table tents in Sutton Commons thru Colket Info Desk			
Purchase ad space in The Brackety-Ack			
Reserve info spot on Channel 66 (closed circuit movie channel)			
Write and schedule Web Announcer blurb			
other:			
If event is open to the public and alcoholic beverage sales are requested, arrange for organization advisor to apply for a Special Events Banquet License from the Virginia ABC Office.			

<b>3 Weeks before event begins</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Meet w/ Tech Crew Manager to review equipment needs, set-up and tear-down times			
Arrange for event to video recorded (review contract for permission)			
Arrange for event to be photographed (review contract for permission)			
Contact professors and academic offices on campus that might have a specific interest in the subject of the event. Ask them to publicize the event.			
Send a press release & photos to The Brackety-Ack. Invite them to conduct a pre-show interview.			
Contact WRKE - invite them to conduct a pre-show interview.			
If event is open to the public, arrange officer coverage from Campus Safety			
<b>2 Weeks before event begins</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Contact artist and arrange hospitality (including "green room")			
Recruit and organize efforts of organization members for work crew duties			
Design and create a poster/banner for front of Colket Center			
<b>1 Week before event begins</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Purchase or obtain promotional items for raffles or door prizes			
Complete arrangements for event evaluation (comment cards, survey, etc.)			
Complete work assignments for show volunteers			
Distribute promotional items supporting the show			
Write a day-of-show schedule			
Arrange with participants when to show up,			

<b>1 Day before event begins</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Chalk sidewalks around campus			
Dinner promo blitz - use organization volunteers to table hop in the Commons publicizing the show.			
Dorm Storm - use organization volunteers to visit the Res Halls and invite students to attend			
Obtain cash for a "bank" at the door (if admission is charged)			
Confirm set-up time of show w/ Tech Crew Manager (if using Tech Crew)			
<b>Day of the Event/Show</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Event Planner must show up to direct Tech Crew's set-up. Remember, this is your show and you are in charge!			
Schedule the work crew (3-5 members) to show up when Tech Crew begins set-up. Tech Crew will wait 15 minutes - if the event planner and the work crew do not show, they will leave!			
Make sure organization volunteers know their duties and when to show up.			
Immediately following the event, make sure work crew cleans and re-sets the facility.			
<b>Following the Event/Show</b>			
<b>Task to be completed</b>	<b>Due Date</b>	<b>Assigned to</b>	<b>Date Completed</b>
Event planner completes learning goals, financial and attendance reports.			
Event planner attends CAB (if necessary) to present final report.			
Write thank you notes			
If a CAB event, submit NACA event report form.			