

EVENT PLANNING CHECKLIST FOR STUDENT ORGANIZATIONS

You **MUST** be a “registered” student organization to plan an event on/off campus. Event registration must be submitted online. Submitting an event registration ***does not*** mean your event is approved!

Please check your email for two confirmations. You will receive one confirmation from Get Involved letting you know your event has been approved for marketing (any forms you have submitted have been approved). You should also receive another confirmation from the building coordinator of the space you reserved confirming your space reservation.

This event planning guide has been developed to assist student organizations with their program planning. By following the timetable provided, organizations can meet the various deadlines and insure a successful program. Events held off campus should follow this guide; however, plan for greater lead time to secure your site.

PRELIMINARY PLANNING:

- Determine the estimated budget for the event.
- Discuss details of the event, such as its theme and type (lecture, dance, meeting, etc.), with your general membership or committee members. **Remember that the Cougar Involvement Ambassadors are available to help you!**
- Pick a tentative date for the event. Choose back-up dates. Your dates should reflect the target audience as well as your organization.
 - Check for conflict with major university events and other fee-funded, RSO, or department events
- Contact prospective speakers, performers, etc., that you plan on bringing on campus for your event and discuss tentative plans.
- Make initial contact with any other special speakers (that may not need a contract) at this time.

8 WEEKS BEFORE EVENT:

- Complete Event Registration in Get Involved
- Reserve space with SC CARS
- Develop deadlines, tasks and checklists to assist in your program plans. Plan with the end in mind and work back to allow for enough time to finish tasks.
- Put together your marketing plan. This includes general advertising (flyers) as well as special media such as TV, Radio, Newspapers and other ideas.
- If outside guests are invited (VIP's, Alumni, Administration, parents, etc.), send out personal invitations to the guests.

6 WEEKS BEFORE EVENT:

- Review technical needs with facilities' AV staff*
- Create a list of volunteer duties for the event, and work with your organization to fill these positions
- Determine marketing plan for event

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4 WEEKS BEFORE EVENT:

- Confirm technical requirements, catering, volunteers, etc.
- If necessary, get volunteers to work the day of the event (taking tickets, greeting Artists/hospitality, cleanup, etc.).
- Develop risk management plan for event
- Create a map of event set-up*
- Create itemized list of supplies needed for event*
- Order catering from approved vendor*

AT LEAST TWO WEEKS PRIOR TO THE EVENT:

- Review entire event and double check for any omitted details.
- Organize a committee to setup, decorate and cleanup the facility, if necessary.
- Contact any special speakers to confirm their participation in the event.
- Begin to develop a program (sequence of events) for the event. If necessary, plan to have a “dress rehearsal” to make sure that all the logistics of the program are worked out before the event occurs.
- Confirm security for event*
- Schedule time to shop for program supplies*

ONE WEEK PRIOR TO THE EVENT:

- Last chance for changes to room setup or food service.
- Follow up on any loose ends (facilities/catering/hospitality/volunteers).
- Make sure to finalize the program for the event.

DAY OF EVENT

- Arrive early!
- Have volunteers on site at an appropriate time prior to the event to go over logistics of the event with the facility managers.
- Host a volunteer meeting before event to run through logistics and ensure everyone knows what to do
- Review risk management plan during this time!
- Distribute marketing to promote future events
- Conduct assessment during or immediately following the event
- Take photos or video at event to post on social media
- Enjoy the event! But be prepared for any situation by remaining actively involved with the program (don't go away with friends and ignore your role in the event).

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IMMEDIATELY AFTER THE EVENT:

- Remove posted event marketing and recycle or store excess marketing material
- Send “thank you” notes or email to everyone who assisted with the event*
- Complete Event Assessment to review what went well and what could have been improved at event
- This information is a great resource for your organization, especially if you plan to host similar events in future!
- Review student survey responses taken at event
- CLEAN UP. The rule is “be sure to leave the space the way you found it.”

Within Three Days after the Event

- Evaluate the event. Did you meet your expected turnout?