Event Planning Checklist

Use this basic checklist to assist your group in planning a successful event. You should plan at least 8 weeks out.

Name of Event: _____
Date: _____
Time: _____
Location: _____
Event Purpose: _____
_____
_____

8 WEEKS PRIOR
BRAINSTORMING
- ❑ Will the event work?
- ❑ How many people do you need to make the event happen?
- ❑ Does the event serve a need previously not met on campus?
- ❑ Do we have the resources to make it happen?

BUDGETING
- ❑ See sample budget planning sheet (attached)

4 – 6 WEEKS PRIOR
SCHEDULING
Who's in charge: _____
- ❑ Room reservation
  - o What size room do you need?
  - o What kind of tech needs do you have?
  - o What can you afford?
- ❑ Tentatively book a couple of dates
- ❑ Call your performer or vendor (if applicable) and schedule the performance date
- ❑ Confirm your date
- ❑ Schedule a meeting to go over your tech needs and room set-up
- ❑ Schedule the travel arrangements for your performer (if necessary), including a ride to and from the airport and/or hotel
- ❑ Book hotels and/or make dinner reservations for your performer
- ❑ Schedule catering/food menu

APPs & PERMITS
Who's in charge: _____
- ❑ Food Permit
- ❑ Outdoor Facilities
- ❑ Sanitation Permit
- ❑ Sales/fundraising Application
- ❑ Security Scheduled
- ❑ Film License

FUNDING
Who's in charge: _____
- ❑ What measures are you taking to ensure you can pay your performer/vendors up front?
- ❑ If you are applying for Student Services Fees, did you get your applications in by the deadline?
- ❑ Have you scheduled an appointment to meet with the SSFAC committee?

ADVERTISING
Who's in charge: _____
- ❑ Posters
- ❑ E-mailing
- ❑ Flyers
- ❑ Other forms of marketing
- ❑ Marketing Timeline

SHOPPING
Who's in charge: _____
- ❑ Supplies needed for your event:
  - o Silverware
  - o Plates
  - o Napkins
  - o Cups
  - o Decorations
  - o Cashbox
  - o Performer specific items/requests
  - o Other:
    - ▪ _____
    - ▪ _____
    - ▪ _____

2 WEEKS PRIOR
Who's in charge: _____
- ❑ Call facilities and make sure all details are secured
- ❑ Make sure all permits are completely ready
- ❑ Confirm performer's itinerary
- ❑ Assign event shifts: set-up, hosts & break down
- ❑ Prepare programs or fliers needed for the event

DAY OF EVENT
Officer in charge:
_____
- ❑ Pick up performer/vendor and get to performance site
- ❑ Compile performer requests in dressing room
- ❑ Arrive early for the event for set-up
- ❑ Meet vendors at the event and assist with set-up
- ❑ Greet guests at the door
- ❑ Have fun!
- ❑ Clean up, remember that your reservations location may have special clean up regulations

AFTER THE EVENT
Who's in charge:
_____
- ❑ Send thank you notes to performers and to volunteers who worked extra hard
- ❑ Do a post-event evaluation (see example attached)
- ❑ Make sure to pay all bills on time!!

Don't forget to keep a list of the people and the phone numbers that you are contacting throughout your planning. Use the back of this list

BUDGET PLANNING WORKSHEET

Here is a sample worksheet to set your project budget.

Amount Allocated for Event: ____   *Your Expenses should not exceed the budgeted amount.

Funding: ___ Org Treasury   ___ SPC Department   ___ Other: _____

ANTICIPATED EXPENSES		ANTICIPATED INCOME	
Facilities Rental	_____	Admission Fees	_____
Food	_____	Co-Sponsors (please list below)	
Lodging	_____		
Publicity	_____	_____	_____
Speaker Fees / Honorariums	_____	_____	_____
Supplies	_____	_____	_____
Technical Support	_____	_____	_____
Travel	_____	Other Income (please list below)	_____
Security	_____	_____	_____
Films License or Permits	_____	_____	_____
Registration fees	_____	_____	_____
Other	_____		
*TOTAL	$____	***TOTAL**	$____

POST-EVENT EVALUATION

1.   Did we meet our goals/objectives with this event?

2.   Did we meet our budgetary goals?

3.   Did we have enough volunteers for the event?

4.   What could we have done differently to make the event better/more productive?

5.   Did we have enough advertising/PR for the event? How could we have made this better?

6.   Did we execute the program in a professional manner?

7.   Did we face any group conflict with this program? What was it? How was it resolved? What could

8.   we have done differently?

9.   Would we bring this vendor/performer in again? Was it worth it?

10.   Would we execute a similar program in the future? What changes would we make?

11.   How does this program allow us to grow as a group, officers, and leaders? Was it a good

program?

Adapted from the University of Minnesota Student Union and Activities online document.