



Event Planning Package Part 1 - Proposal

Please fill out Part 1 as much as possible before bringing a proposal to the Collective, and put it in the Inbox on the WC desk, or give it to Laura H (Events Coordinator – Arts & Innovation) so it can be put on the agenda for the next Sunday Meeting.

- “Big” events (a full day or longer) must be brought to the Collective at least 6 weeks prior to the proposed event date.
- “Small” events (less than a full day) must be brought to the Collective at least 4 weeks prior to the proposed event date.

Topic/Theme of Event: _____

Working Name: (optional) _____

Proposed Time Frame: _____

Proposed Location(s): (optional) _____

What is the purpose or goal of the event or campaign?

Proposed Activities:

What do we need in order to do this? (people, money, knowledge, etc)

| | |
|----------------------------------|-----------------------|
| Proposed by: _____ | Date submitted: _____ |
| Date Proposed: _____ | Date Approved: _____ |
| Committee Contact Person*: _____ | |

*The Committee Contact Person should check in with an Events Coordinator at least once per week.



Event Planning Package Part 2 – Draft Event/Campaign Plan

Part 2 should be completed at or following a committee meeting, and should be presented to the Collective one week after the initial proposal. Refer to the Events Guide or the checklists in the next section for ideas. You can use the back of this page or add more pages as necessary, and should attach any rough notes made at this stage for Women's Centre records.

Event/Campaign Name:

Date:

Time:

Location:

Purpose or Goals:

Planned Activities:

Budgetary Needs:

Marketing Plan:

Next Steps:

What other events are happening on campus around this time?

What other groups might be interested or able to help out or participate?

| | |
|-----------------------|----------------------|
| Date Completed: _____ | Date Approved: _____ |
|-----------------------|----------------------|



Event Planning Package Part 3 – Detailed Plan

Please attach rough notes for Women's Centre records, and feel free to use the backs of these pages or add more as needed.

Event/Campaign Name:

Date: **Time:**

Location:

Purpose/Goals:

Event Schedule:

Bookings:

| Location | Date | Start Time | End Time | Contact | Confirmation | Equipment |
|----------|------|------------|----------|---------|--------------|-----------|
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Please fill out or attach the following:

- Logistics/Prep Checklist
- Budget & Shopping List (must be signed by Finance Officer)
- Marketing Plan
- Volunteer Schedule & Event Task List



Event Planning Package

Part 3 – Detailed Plan: Logistics/Prep Checklist

This list is intended to provide prompts for some of the generic tasks that need to be taken care of leading up to an event that aren't covered by the other parts of this package. You will need to add tasks specific to your event.

| Task | Assigned To | Done |
|---|-------------|------|
| | | |
| Check for conflicts | | |
| Book rooms | | |
| Book tables/Concourse/Hall of Fame | | |
| Volunteer Sign-Up | | |
| Create volunteer schedule (including set-up & take-down) | | |
| Directional signs for the day-of | | |
| Book a/v equipment | | |
| Pick up a/v or room keys | | |
| Order or arrange for food/catering | | |
| Make sponsorship requests | | |
| Collect receipts | | |
| Arrange transportation | | |
| Review Sustainability & Accessibility using the WC Events Guide | | |
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Event Planning Package
Part 3 – Detailed Plan:
Budget & Shopping List

Use this page to list all of the expected expenses for the event, the items needing to be purchased, and who is going to purchase them. There are checkboxes to help keep track of which items have been acquired. Reimbursements take approximately two weeks, and receipts may be submitted before an event is over. This page must be signed by the Finance Officer prior to any purchases.

Budget:

| Item Description & Purpose | Amount Projected |
|----------------------------|------------------|
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Shopping List:

| Item | Assigned to: | Item | Assigned to: |
|--------------------------|--------------|--------------------------|--------------|
| <input type="checkbox"/> | | <input type="checkbox"/> | |
| <input type="checkbox"/> | | <input type="checkbox"/> | |
| <input type="checkbox"/> | | <input type="checkbox"/> | |
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| <input type="checkbox"/> | | <input type="checkbox"/> | |

| | |
|---------------------------------|-------------|
| Budget Prepared by: _____ | Date: _____ |
| Finance Officer Approval: _____ | Date: _____ |



Event Planning Package

Part 3 – Detailed Plan: Marketing Plan

Record as many details as possible about all aspects of the marketing for the event. Use the checklist below to keep track of which Laurier marketing avenues are being used and who is responsible for each marketing task.

Marketing Checklist

| Channel | Use? | Assigned to? | Done |
|--|------|--------------|------|
| 25 Posters on campus | | | |
| Design | | | |
| Stamped | | | |
| Posted | | | |
| Posters off campus | | | |
| Wlu.ca | | | |
| Monocal.com | | | |
| Women's Centre Website | | | |
| Facebook Event | | | |
| Facebook: message to Women's Centre group | | | |
| Mylaurier.ca | | | |
| Classrooms/Professors | | | |
| LSPIRG weekly email (Sunday deadline) | | | |
| Faculty weekly emails | | | |
| Women's Studies (Faith McCord) | | | |
| Adam > Office for Student Diversity Coordinators | | | |
| Residence Life (poster, email) | | | |
| Press Release/Notify Cord | | | |
| Press Release/Notify WLU, local media | | | |
| Women's Centre blog | | | |
| Radio Laurier | | | |
| Blueprint | | | |
| WLUSU | | | |
| WLUGSA | | | |
| The Hub event listings | | | |
| SBEtv | | | |
| | | | |



Event Planning Package

Part 3 – Detailed Plan: Volunteer Schedule & Task List

Use this page or insert your own volunteer/event day schedule and task list. Be sure to include who is setting up and taking things down each day, and who is bringing what.



Event Planning Package Part 4 – Post-Event Report: Debrief

“Debriefing” after an event allows us to reflect on what went well and what could have gone better, so that we can make suggestions for the next time an event is run, or for other events in general. This should be done as a group, but can also be filled out by one person who was very involved in the event. Feel free to use more space!

Things we did right:

Things we could do better:

Feedback heard/given from outside sources:

Was the message clear? Were the goals of the event met?

Did everything happen that was supposed to?

Was the event as sustainable and accessible as possible?

Ideas for next time: