

Event Planning Guide/Checklist

It is important to stay organized when planning a campus event or program. Use this checklist to help you plan as well as keep track of tasks to complete. The earlier you plan, the better your event will be! Once you have your event planned, don't forget to submit a Programming Proposal here: <https://cglink.me/2cf/s23344>.

PROPOSED EVENT TITLE: _____

PROPOSED EVENT DATE: _____

Begin Planning 6-7 Weeks Prior

Before you submit your event for [approval on Campus Groups](#), consider the following planning elements:

Which of the six tracks is your event on? <i>(Select 2-3)</i>	Succeed <input type="checkbox"/> Prepare <input type="checkbox"/> Connect <input type="checkbox"/> Serve <input type="checkbox"/> Diversify <input type="checkbox"/> Lead <input type="checkbox"/>
What is the main goal of your event?	
How will it benefit TC3 students? Why will they want to come to the event?	
Is this a duplication of another campus event?	
What are some possible risks or liability issues?	
Does your ideal date conflict with anything else?	
Who is your target audience?	TC3 Students that: Faculty that: Staff that:

Event Planning: 4-5 Weeks Out

This period is essential to your event being approved by Student Activities. Here are some preliminary questions to ask yourself at the 4-week mark:

Are you contracting with a performer for the event? *If yes, get a copy of the contract for planning purposes only. TC3 students CANNOT sign contracts. Have a preliminary conversation about cost, travel arrangements, audio visual needs, etc. to help with your planning process.*

What is the budget for this event? *Use the attached budget planning checklist to see how much you need to request & how much you need to fundraise!*

ADVERTISING	Who is going to be in charge? _____ Have we: <input type="checkbox"/> Made a flyer/table tent/postcard? <input type="checkbox"/> Made a slide for the tv screens around campus? <input type="checkbox"/> Posted on social media and invited our networks? Are we going to invite certain target audiences? Do we have invitations?
EVENT LOGISTICS <i>Note: If the event is new, or complex, or will require security—setting up a meeting with the Student Activities Office in the 3-6 week before time frame will really help! Who is going to be in charge?</i>	Have we: <input type="checkbox"/> Reserved the space we need for our program? (https://forms.office.com/r/89x7BKaVJg) <input type="checkbox"/> Decided on the room set-up and audio-visual needs for the event? <input type="checkbox"/> Confirmed that our advisor or other chaperone is available for the event? <input type="checkbox"/> Ordered food for the event from American Food & Vending? <input type="checkbox"/> Started to fill out the required Programming Proposal and Funding Form ?
COLLABORATORS	Who is going to be in charge? _____ Have we: <input type="checkbox"/> Met with other clubs or campus departments to plan out the collaborative elements? <input type="checkbox"/> Provided the resources that our collaborators need?
EVENT STAFF & VOLUNTEERS	Who is going to be in charge? _____ Have we: <input type="checkbox"/> Decided how many volunteers we need for the event set-up? # _____ <input type="checkbox"/> Decided how many volunteers we need during the event? # _____ <input type="checkbox"/> Decided how many volunteers we need for the event clean-up? # _____ <input type="checkbox"/> Decided what our volunteers are going to wear? <input type="checkbox"/> Developed a volunteer recruitment plan?
TICKET SALES & TABLING	Who is going to be in charge? _____ Have we: <input type="checkbox"/> Reserved a table for selling tickets or to promote the event? <input type="checkbox"/> Recruited volunteers to staff the table

Event Planning: Budget Checklist

Use this checklist to track your expenses, plan your revenue, and prep for filling out the budget request form for Student Activities. As a Club Officer, you are in charge of all purchasing and budgeting. Student Activities will approve your budget and collect receipts following the event for reimbursement. Please make arrangements with the Director of Student Activities at least 7 days prior to your event if you will need items purchased by a Student Leadership Assistant with the Student Activities' Purchasing Card.

Performer/Speaker	Fee: \$ _____ Hotel: \$ _____ Transportation: \$ _____ What is the cost estimate? \$ _____
Food	<i>Get estimates from American Food & Vending.</i> How many people do we expect? _____ What food will we serve? _____ What is the cost estimate? \$ _____
Decorations & Set-Up Supplies	<i>How are we going to decorate?</i> What can we borrow? What do we need to purchase?
Film/Play/Other License Fees	Fee: \$ _____ What is the cost estimate? \$ _____
Advertising	<i>How are we going to advertise?</i> Will we print flyers? Postcards? Table tents?
What is the <i>total</i> cost estimate?	\$ _____
INCOME/FUNDING/REVENUE	
Are we selling tickets? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, how much are we going to bring in? \$ _____	
Do we have fundraised dollars? <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, how much are we contributing? \$ _____	
Are we asking for funds from SGA?* <input type="checkbox"/> YES <input type="checkbox"/> NO	
TOTALS	
Expenses \$ _____ - Ticket Sales \$ _____ - Fundraising \$ _____ = \$ _____*	
*This is the amount we need to ask SGA for	

Event Planning: 1 Week Before

- Confirm final number of guests/participants for food and planning purposes.
- Ensure that all financial paperwork and backup documentation is turned in to Student Activities.
- Confirm with your speaker. *Send directions. Confirm hotel and transportation.*
- Confirm the check is cut to pay the speaker.
- Purchase all supplies and decorations for the event.
- Finalize the event program. Do you have an event script? Speaker bio & introduction? Event schedule finalized?
- Send an email reminder to all event volunteers with details, expected tasks, and required attire.
- Last push for marketing. Re-advertise on social media. Hang more fliers. Put out table tents.
- Confirm room set up and Audio-Visual needs with Student Activities.
- Create any signs needed for the event. (Welcome signs, directional signs, etc.)
- Confirm with your advisor/chaperone. *Get emergency contact information for your advisor.*
- _____
- _____
- _____

On the Day of the Event

On the day of your event, run through this checklist. **ALL YOUR PLANNING PAYS OFF TODAY!!!!**

- Pick up/Greet performer.
- Secure cash-box for at door ticket sales or money collection.
- Arrive early to set-up the room and give direction to volunteers.
- SMILE! HAVE FUN! You've earned it!
- _____
- _____
- _____
- _____

Event Planning: After the Event

YOUR WORK IS NOT QUITE OVER!

- Send thank you letters to your advisor, college staff, the performer, and all event volunteers.
- Submit any receipts or after event payment needs to Student Activities.
- At your next meeting, complete an event evaluation form. Use the one provided in this packet.
- Create a binder/folder with all the event materials to pass on for next year's club officers
- _____
- _____
- _____

ANSWER THE FOLLOWING QUESTIONS AT A CLUB MEETING NO LATER THAN 1 WEEK AFTER THE EVENT.

Did we meet our event goals? <input type="checkbox"/> Yes <input type="checkbox"/> No Would we do this event again? <input type="checkbox"/> Yes <input type="checkbox"/> No	Did we turn in paperwork to Student Activities on time? <input type="checkbox"/> Yes <input type="checkbox"/> No
Did we have enough volunteers for the event and for set-up and clean up? <input type="checkbox"/> Yes <input type="checkbox"/> No	Did we meet our budget? <input type="checkbox"/> Yes <input type="checkbox"/> No
TOP 5 THINGS WE DID THE BEST FOR THIS EVENT. 1. _____ 2. _____ 3. _____ 4. _____ 5. _____	TOP 5 THINGS WE NEED TO CHANGE NEXT TIME. 1. _____ 2. _____ 3. _____ 4. _____ 5. _____
How did this program allow us to grow as a group, as leaders, and as officers? _____ _____ _____	Did we present a professional program? How did we enhance the image of our club through this program? _____ _____ _____
Record the attendance at the event here: 	Did we get our anticipated attendance? Did we advertise the best we could? Do we need to change any strategies? _____ _____

Other useful links:

- [Travel Proposal](#) Turn this form in for approval and funding of a proposed club trip.
- [Travel Roster](#) Turn this form in for approval and funding of a proposed club trip.