

EVENT PLANNING GUIDELINES

4-6 Months Prior to Event:

- Establish event goals and objectives
- Select date(s)
 - Consider first and second choices for sets of dates, so you can be flexible if your first choice is unavailable
- Identify your location(s)
 - Consider first and second choice locations, in case your space or date is booked
- Create an event budget
- Develop the event master plan
- Obtain cost estimates
 - External Vendors
 - Catering
 - Parking
 - Labor
- Recruit an event committee, including a chair, and establish sub-committees, if necessary
- If publicity is needed, create and launch a plan to brand the event
 - Reach out to partners in Communication & Marketing, if assistance is needed
- Identify speakers, entertainment, etc.
- Identify and contact sponsors, if applicable

**Begin your event planning as early as possible*

3-4 Months Prior to Event:

Speaker/Presenter/Entertainer:

- Finalize presentation topics
- Obtain Speaker bio information and photo
- Arrange travel & accommodations for speaker
- Sign contracts and obtain insurance

Budget & Finance:

- Submit PO requests for any external vendors
- Set-up online registration (if applicable)

Logistics:

- Submit your event request into 25Live
- Determine if special permits are required & submit necessary paperwork.
 - Food Trucks
 - Fire Marshal permits
 - Alcohol request form
 - Presidential participation request form
 - External Vendor Insurance
- Determine and arrange all details related to event
 - Menu & catering
 - Audio visual & technology requirements
 - Room set-up/layout
 - Parking
 - Security
 - Signage
 - Custodial
 - Electrical
 - Grounds maintenance

1-2 Months Prior to Event

- Send reminders to contact list for registration (if applicable)
- Confirm speaker travel & accommodation arrangements
- Gather copy of speech/presentation
 - Request thumb drive or drop box presentation and provide to A/V tech for testing
- Review 25Live details for accuracy and make all changes, no later than 14 days prior to event, for scheduling and communication with campus service providers

1-2 Weeks Prior to Event

- Schedule final committee meeting and walk-thru all details of the event, including, but not limited to:
 - Volunteers
 - Meeter Greeters
 - Check-in
 - Parking
 - Event Management
- Finalize script
- Brief volunteers and committee members on day-of duties
- Create final seating plan (if applicable)
- Finalize guest count with catering

Event Day

- Check on event set-up, to ensure accuracy
- Check to ensure all signage is in place and is clearly visible to guests

- Check-in with committee members and on-site contact to ensure team is on track
- Ensure you have a list of important cell phone numbers, if assistance is needed
- Check that all parking spaces are coned off appropriately
- Ensure catering is set prior to event
- Test A/V and presentation(s)

Immediately Following Event

- Gather all receipts and update budget, process final payments
- Send thank you letters to any sponsors, volunteers, speakers/presenters, donors and the media
- Conduct a post event survey and/or evaluation with team members and attendees