

Event planning Checklist

Helpful resources

How to reserve space



Campus food policy



Apply for event funding



Graphics and promotion



2-3 months out from the event

Task	Person responsible	Due	Done
Establish your event goals and objectives			
Identify event committee			
Select the date			
Audience			
<input type="checkbox"/> Who is invited <input type="checkbox"/> Anticipated number of attendees			
Identify venue, request space reservation			
Develop publicity plan			
Get cost estimates:			
<input type="checkbox"/> Room rental <input type="checkbox"/> Food and beverages <input type="checkbox"/> Equipment (including audio/visual) <input type="checkbox"/> Speakers/presenters/entertainers <input type="checkbox"/> Marketing <input type="checkbox"/> Other:			
Create an event budget			
Identify funding needs			
<input type="checkbox"/> Organization account <input type="checkbox"/> Student Activities Funding Board (SAFB) <i>See dates and deadlines at doso.wayne.edu/safb and use the SAFB planning worksheet</i> <input type="checkbox"/> Other			



DEAN OF STUDENTS OFFICE
STUDENT INVOLVEMENT,
ACTIVITIES AND ORGANIZATIONS

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Event planning Checklist

6-8 weeks out from the event

Task	Person responsible	Due	Done
Confirm venue is reserved and work out details <ul style="list-style-type: none"> <input type="checkbox"/> Floor plan <input type="checkbox"/> A/V needs <input type="checkbox"/> Will there be food? 			
Create event in Get Involved <ul style="list-style-type: none"> <input type="checkbox"/> Create a detailed description <input type="checkbox"/> Add an event photo (photo is best, not a flyer) <input type="checkbox"/> Set up RSVP (create RSVP form) <input type="checkbox"/> Set up post-event evaluation survey 			
Submit Student Activities Funding Board request (if applicable)	Event Coordinator only		

4-5 weeks out from the event

Task	Person responsible	Due	Done
If SAFB funding is approved, work with SAFB Advisor on additional deadlines	Event Coordinator only		
Launch publicity promotion <ul style="list-style-type: none"> <input type="checkbox"/> Request event to be included in the Get Involved newsletter <input type="checkbox"/> Request services from Student Life Marketing and Graphics <input type="checkbox"/> Social media <input type="checkbox"/> Place flyers on campus bulletin boards <input type="checkbox"/> Other 			

1-2 weeks out from the event

Task	Person responsible	Due	Done
Final publicity push			
Committee meets to discuss final details <ul style="list-style-type: none"> <input type="checkbox"/> Assign day-of duties <input type="checkbox"/> Finalize event timeline 			
Confirm all venue details <ul style="list-style-type: none"> <input type="checkbox"/> Floor plan <input type="checkbox"/> A/V needs <input type="checkbox"/> Food 			



Event planning Checklist

1 day before the event

Task	Person responsible	Due	Done
Committee meets to discuss final details <input type="checkbox"/> Finalize any scripts <input type="checkbox"/> Brief any/all hosts, greeters, volunteers about their event duties and timelines <input type="checkbox"/> Double-check any materials (decorations, posters, etc.) needed for the event			

Event day!

Task	Person responsible	Due	Done
Set up <input type="checkbox"/> Check in with venue to unlock the room at set-up time <input type="checkbox"/> Check in with each committee chair to ensure their team is on track <input type="checkbox"/> Check in attendees using the Event Check-in app			
Event wrap-up <input type="checkbox"/> Give guests a warning when event will be ending, then end event on time <input type="checkbox"/> Make sure all materials are packed up by the agreed tear-down time <input type="checkbox"/> Turn any items guests may have left into Lost and Found			

Post event follow-up

Task	Person responsible	Due	Done
Send thank-you's and acknowledgment letters to <input type="checkbox"/> Volunteers <input type="checkbox"/> Speakers/presenters/entertainers			
Post-event publicity: share on social			
Push out post-event evaluation in Get Involved (if it didn't already go out)			
Conduct a team debrief to learn their thoughts			
Conduct a thorough evaluation of the event <input type="checkbox"/> What was the post-event feedback? <input type="checkbox"/> Did you stick to the budget? <input type="checkbox"/> What would you improve on for the next event?			

