

EVENT CHECKLIST FORM

Information Regarding Events:

- This checklist form should be utilized for scheduling events six weeks prior to the occurrence of event.
- Please use this as a resource and notation/transition document for future planning of event.
- Bring to executive team meetings, events, and meetings with staff/advisor.
- Once event has been completed, either turn into Office of Student Involvement for filing or keep in a folder and pass on for transition.
- Several key individuals are listed as resources in this document; please ask about getting connected to them if you are unaware of who they are.
- If there is a contract, please make sure it is kept with this document for purposes of following up on requests of performer.

Name of Event

Date/Time of Event

Location of Event/Rain Location

Primary Contact

Number Anticipated

Required Item/Pre-Six Weeks:

- Review budget to ensure money is allocated; discuss with finance/treasurer of organization.
- If there is a contract, please make sure you sign nothing until allowing Rhonda Ward, University Controller, to review and sign.
- Decide who from the organization is responsible for different aspects of the event and develop a task list/timeline so everyone knows what needs to be completed.
- Meet with advisor or Office of Student Involvement staff to assist in planning process
- **The event has to be requested and confirmed in 25Live before any other planning occurs. Save the PDF confirmation from the Scheduling and Reservations Office.**

Five-Six Weeks Prior to Event:

- Submit a budget to the organizations treasurer and discuss at upcoming meeting with key stakeholders; if financial collaboration is desired, reach out early
- Obtain all signed contracts and keep on file for your record. Begin review the performer's rider and information requested prior to event.
- Send information in email to public relations/marketing resource/designer regarding the event including: date, time, location, photos of performer (you can request these through agent, any teaser language or social media hashtags.
- Review A/V equipment needed for performance, if needed. Ron Reynolds, Electricity Foreman, will assist with indoor/outdoor electrical needs. Please work with advisor or Office of Student Involvement staff in communicating with stakeholders about equipment.
- Work with Scheduling and Events Office to ensure other equipment needed (stage, tables, chairs, etc.) is requested.
- Place order with catering/dining. If outside food services is needed, please consult the policies for food in the Student Organization manual.

Four Weeks Prior to Event:

- Ensure a marketing plan has been created for the event and basic promotion of the program is beginning soon. This is social media focused, but print materials would be excellent to have this far in advance too.
- Submit information for Student Involvement Events & Programs promotion on Witt's Happening social media and website. Form is on the University website in Student Involvement, under Events & Programs.
- Review the budget; make edits as needed.
- Recruit volunteers or ensure student organization members are assigned to responsibilities of the event

Two-Three Weeks Prior to Event:

- All marketing should be present in print, social media, and word of mouth forms; recommended three weeks out.
- Finalize any staffing/security needed for upcoming event
- Review all necessary confirmations: room, A/V equipment, copies of contracts.
- If contracted, communicate with performer their schedule for their time on campus.
- Meet with organization, advisors, Student Involvement staff to confirm all stated details above
- Review any special policies in the Student Organization Handbook regarding University or facility regulations.
- Confirm catering or food with the contracted entity.

One Week Prior to the Event:

- Prepare day of schedule for all individuals volunteering and email this information to them; print copies for day of logistics. This can be basic, but will help with communication and responsibilities.
- Review the program at an executive board meeting.
- Meet with individuals to confirm set-up or other logistics, if needed.

- Find unique ways to market event the week of on social media and through tabling efforts.
- Purchase any items like décor, food, or supplies needed for the event

Day Before/Day of Event:

- Make arrangements to pick up any last minute items, the performer, or any travel related items.
- Determine who will introduce guest and prepare bio; decide how you will market upcoming events.
- Prepare to swipe people in or keep track of attendance at the event; we need to be more diligent about number tracking for data purposes.
- Ensure everyone on the student organization team/event planning team knows their role and times have been decided upon for the next day's events.

Post-Event:

- Document any information regarding steps listed above and attach to this form with notes.
- Coordinate an evaluation process at the next executive board meeting and include in notes.
- Send thank you notes to anyone who assisted, included faculty, co-sponsors, volunteers, entertainers, special guests.
- Check with facilities and/or staff to make sure there were no problems; follow up if you know there were immediately following event.
- Ensure payment has been received to individual parties who may have been contracted.