

EVENT PLANNING CHECKLIST & TIMELINE

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!

PROPOSED EVENT TITLE: _____

PROPOSED EVENT DATE: _____

8 weeks before

ENTER DATE HERE:

| FINE TUNE YOUR EVENT | |
|--|--|
| What kind of event is it? | <input type="checkbox"/> Fundraiser <input type="checkbox"/> Educational/Lecture <input type="checkbox"/> Entertainment (music, comedy, etc.) <input type="checkbox"/> Social Gathering <input type="checkbox"/> Workshop/Training <input type="checkbox"/> Other |
| 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 risk or liability issues? | |
| Does your ideal date conflict with anything else? | |
| Who is your target audience? | <input type="checkbox"/> TC3 students that: <input type="checkbox"/> Faculty members that: <input type="checkbox"/> Community members that: |

7 weeks before

ENTER DATE HERE:

| GET INTO THE DETAILS | |
|--|---|
| Are you contracting with a performer for the event? <input type="checkbox"/> YES <input type="checkbox"/> NO | 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. |
| Who are some potential partners? Can we build a coalition around this event? | Potential Collaborators: |
| 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! |

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.

| | |
|--|---|
| EXPENSES | |
| Performer/Speaker | Fee: \$ _____ Hotel: \$ _____ Transportation: \$ _____ What is the cost estimate? \$ _____ |
| Food Get estimates from American Food & Vending. | How many people do we expect? _____ What food will we serve? _____ What is the cost estimate? \$ _____ |
| Decorations & Set-Up Supplies | How are we going to decorate? What can we borrow? What do we need to purchase? |
| Film/Play/Other License Fees | Fee: \$ _____ What is the cost estimate? \$ _____ |
| Advertising | How are we going to advertise? Will we print flyers? Postcards? Table tents? What is the 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 for from SGA. | |

3-6 weeks before

| | |
|---|--|
| <p>ADVERTISING:</p> | <p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="checkbox"/> Made a flyer/table tent/postcard?</p> <p><input type="checkbox"/> Made a Powerpoint slide for the LCD screens?</p> <p><input type="checkbox"/> Made a Facebook event and invited our networks?</p> <p><input type="checkbox"/> Are we going to invite certain target audiences? Do we have invitations?</p> |
| <p>EVENT LOGISTICS:</p> <p>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!</p> | <p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="checkbox"/> Reserved the space we need for our program? (email: slocumr@tc3.edu)</p> <p><input type="checkbox"/> Decided on the room set-up and audio visual needs for the event?</p> <p><input type="checkbox"/> Confirmed that our advisor or other chaperone is available for the event?</p> <p><input type="checkbox"/> Ordered food for the event from American Food & Vending?</p> <p><input type="checkbox"/> Started to fill out the required Student Activities Program Proposal form? Funding form?</p> |
| <p>COLLABORATORS:</p> | <p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="checkbox"/> Met with other clubs or campus departments to plan out the collaborative elements?</p> <p><input type="checkbox"/> Provided the resources that our collaborators need?</p> |
| <p>EVENT STAFF & VOLUNTEERS:</p> | <p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="checkbox"/> Decided how many volunteers we need for the event set-up? # _____</p> <p><input type="checkbox"/> Decided how many volunteers we need during the event? # _____</p> <p><input type="checkbox"/> Decided how many volunteers we need for the event clean-up? # _____</p> <p><input type="checkbox"/> Decided what our volunteers are going to wear?</p> <p><input type="checkbox"/> Developed a volunteer recruitment plan?</p> |
| <p>TICKET SALES & TABLING:</p> | <p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="checkbox"/> Reserved a table for selling tickets or to promote the event?</p> <p><input type="checkbox"/> Recruited volunteers to staff the table?</p> |

3 weeks before

ENTER DATE HERE:

MOST IMPORTANT DEADLINE: Have you submitted your PROGRAM PROPOSAL AND PROGRAM FUNDING FORMS?

(Forms are available online or at the Student Activities Office. 3 weeks is the deadline, but we'll always take them early!)

Event Evaluation



Mark an 'X' on the line for your overall event rating.



COULDN'T HAVE GONE ANY BETTER <-----> WORST EVENT EVER

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

Did we meet our event goals? YES NO

Did we meet our budget? Did we turn in paperwork to Student Activities on time? YES NO

Did we have enough volunteers for the event? For set-up and clean up? YES NO

TOP 5 THINGS WE DID THE BEST AT FOR THIS EVENT.

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 5 THINGS WE NEED TO CHANGE FOR NEXT TIME.

1. _____
2. _____
3. _____
4. _____
5. _____

Would we do this event again? YES NO

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?