

EVENT PLANNING CHECKLIST & TIMELINE

It is important to stay organized when planning an event or program. There are usually many details to remember and tasks to complete. Use the checklist below to make your event extraordinary.

Title of the Event: _____

Brief Description of Event: _____

Date of the Event: _____

Time of Event: _____

Reserved Location (Rain location if outdoors?): _____

Contact Person with Email & Phone Number: _____

1. Brainstorm & Choose an Idea (13 weeks prior)

With your committee or by yourself, brainstorm a list of ideas you would like to provide to the campus community. Remember that there are no bad or outrageous ideas when brainstorming. Review your brainstorm list and discuss the feasibility of each idea. Then choose the program you want to work on as a committee or organization.

2. Develop Program Goals (13 weeks prior)

Who is your target audience? CLA Students Women Kids
 Graduate Students Men Faculty & Staff
 Other: _____ Community Members

What are the goals of the program?

- A.
- B.
- C.

3. Communicate with the Performer/Presenter if applicable (12 weeks prior)

Take some time to call the performer or the performer's agent to discuss costs, availability, needs, and other important information. **Do not confirm or offer anything at this point in the planning!** Remember you always need to have your advisor involved in this process because they must sign a contact for anyone who comes to campus. Student, regardless if they are in a paid position, cannot sign contracts (See Checklist #7).

4. Reserve a Location (As soon as possible)

Determine which space on campus would best work for the program and then reserve it through the Scheduling Office at www.willamette.edu/dept/schedule/. Make sure to wait until you receive confirmation before you continue the process. **If you don't hear from them within a week, call to confirm a location.**

(over)

5. Create a Budget (11 weeks prior)

Establishing a budget will assist you in using student funds appropriately and will help determine if you need to seek additional funding. Use the list below to help determine all your expenses for the event.

- Artist's Fee
- Lodging
- Transportation
- Catering
- Event Insurance
- Contract/Rider Agreement

- Decorations
- Set-up
- Equipment Rental
- Advertising
- Security

6. Design and Create/Order Publicity Materials (10 weeks prior)

All publicity should be designed to include necessary information relevant to the event. Interesting forms of publicity are good ways to attract people to your event. The Office of Student Activities has a wide assortment of supplies for your organization to use to make publicity. Remember to include all the sponsors' names (ASWU, etc.) on the publicity. Please allow plenty of time if you are having an outside vendor or WITS Productions design your materials.

7. Contract Performers (10 weeks prior)

All performers should be contracted, regardless of whether or not they are receiving payment. All contracts need to be reviewed and signed by a member of the faculty, staff, or administration (typically your organization's advisor) to be official. Any performer that will be paid will also need to complete a 1099 form from the Finance and Accounting Office.

8. Reserve Guest Lodging (9 weeks prior)

Some performers need lodging (may be written in the contract). A list of typical lodging locations is available from the Office of Student Activities. Remember to consider that transportation to and from the hotel, airport, or train station when arranging lodging.

9. Order Catering (8 weeks prior)

Food and beverages are often a nice addition to a program or event. If you would like to have any food or beverages at an on campus event, it must be obtained through Bon Appetit catering. No outside catering companies are allowed to service the campus without approval from Bon Appetit. To order catering, you will need to call Bon Appetit at x4260. Remember to place your order at least two weeks in advance.

10. Purchase Decorations (3 weeks prior)

Some programs may require decorations or special supplies. Willamette University has continuous purchase orders available at various local retailers, just check with the Office of Student Activities for details. Remember to keep all your receipts so you can get reimbursed by ASWU!

11. Reconfirm everything that has been ordered/reserved and arrival time (3 weeks prior)

- | | | | |
|-------------------------------------|-----------------------------------|--|---------------------------------|
| <input type="checkbox"/> Rooms | <input type="checkbox"/> Catering | <input type="checkbox"/> Technical Support | <input type="checkbox"/> Set-up |
| <input type="checkbox"/> Volunteers | <input type="checkbox"/> Security | <input type="checkbox"/> Insurance | |

12. Distribute Publicity Materials (2 weeks prior)

Make sure your materials are placed in locations that will be seen or heard by the target audience.

13. Complete a Program Evaluation (2 days after)

Use the *Program Evaluation* Handout available in the OSA if needed.

This is one of many handouts available to you. Feel free to meet with any Student Activities staff member for more details about this topic or any others related to leadership or your student organization. We also have open advising hours every Wednesday from 3 p.m. to 6 p.m. The Office of Student Activities is located in the University Center, on the 2nd floor, or by telephone at (503) 370-6463. Visit our website at www.willamette.edu/dept/osa or email us at wustudentinvolvement@gmail.com. Adapted from the Office of Student Activities and Leadership, University of Michigan.