STUDENT CLUB/ORGANIZATION EVENT PLANNING TIMELINE

To better assist you in planning your event, please complete this checklist. Please bring this checklist with you to your scheduled event consultation with a staff member in the Office of Student Activities and Union Services. Please note that this is a general guide and additional tasks may be required (particularly for big events).

Preferred Event Specifics:

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<th>PROGRAM TITLE:</th>
<th>PROGRAM DATE:</th>
<th>PROGRAM LOCATION:</th>
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<th>PROGRAM TIME:</th>
<th>STUDENT CLUB HOST:</th>
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Part 1 - Things to Consider when Planning an Event:

- Is this event for us?
  - Is this something that will be of interest for the audience the group hopes to attract or does it appeal only to a few members of the group?
  - Is this an event that will enhance the group’s image?
  - Do we have enough members in our group to run the event and is everyone committed to this project?

- What about our finances?
  - How much will it cost to put on this event?
  - Will there be a fee for a speaker or performer?
  - What will we have to pay for (use the attached budget worksheet as a guide)?
  - Do we have enough money in the budget to cover all expenses (even if we don’t make a dollar on ticket sales)?

- How will we publicize and market the event?
  - Who is our target audience?
  - What is the projected attendance?
  - How will we advertise to reach our target audience?
  - Have we reviewed the campus advertising policy?

- Will we be able to do this event?
  - If this is something other than a meeting, have we met with the Director of Student Activities and Union Services (or designee) to get approval for and assistance with this event; did we turn in a FUSE form and obtain a room confirmation?
  - Are there other events on campus that day/night that could adversely affect our attendance?
  - Who will be responsible for completed service orders and other applicable requests?
  - Who will assure the event cleaned up and what is our duty in cleaning up the event?

Part 2 - 2-4 Months Out - Starting the Process:

- Look at Your Budget - what do you have for the event
  - Use the attached Budget Worksheet as a Guide
- Meet with Organization Advisor and/or Executive Board to discuss plans and ideas
- Complete a (typed) FUSE Form, drop off to the office of Student Activities and Union Services in SUB 209
- Identify what portions of the event will need to be contracted (DJ, Performers, Sound, Security, etc...)
Part 2 CONTINUED - 2-4 Months Out - Starting the Process:

- Make an event consultation appointment with a member of the Student Activities and Union Services staff
  - Room Reserved - Location: ________________________________ Time: _____________________
  - Confirmation Number: ________________________________

- Identify what other services will be needed
  - Food / Catering / Refreshments / Snacks: YES NO
  - Additional Parking / Expecting Outside Guests: YES NO
    - If yes, How many outside guests are expected: _______
  - Event set-ups (Room Layout / Floor Diagram): YES NO
  - AV / Tech & Multimedia Support (SUB, IMS, or Outside Service): YES NO
  - Selling Tickets at the Door: YES NO
  - Are you showing a movie, film or video clips: YES NO
    - If yes, did you secure the movie / film rights?: YES NO
  - Are you selling items at the door or hosting a vendor: YES NO
  - Porta-toilets for events outdoors: YES NO

- Complete a SUB Cost Assessment for services in Student Union (this can be done in your event consultation meeting)
- Contract all performers and event services
- Obtain biographies and backgrounds on each performer - this will be needed to assess security at your event
  - Get references from other schools, if required, by Student Activities and Union Services

Part 3 - Minimum of one Month Out:

- If not yet done so, complete a FUSE Form, drop off to the office of Student Activities and Union Services
- If not yet done so, make an event consultation appointment with a member of the Student Activities and Union Services staff
  - Room Reserved - Location: ________________________________ Time: _____________________
  - Confirmation Number: ________________________________

- If not yet done so, Complete a SUB Cost Assessment for services in Student Union
- Once you meet with Student Activities, complete the Event Consultation Worksheet provided to you by Student Activities and get required signatures from other campus departments and services
- Do an initial logistics meeting with essential individuals of your student group
- Book hotel (if applicable) - Hotel: __________________ Confirmation Number: ________________
- Book sound support (if applicable)
- Review Performance Contracts (if applicable). Are there additional services based on the contract to negotiate and/or provide
- Confirm and order services as per advisement of Director of Student Activities and Union Services
- Develop a timeline for night of events
  - Doors Open: __________________
  - # Workers Needed: ________________
- Develop marketing/advertising campaign
- Process contract for payment (through Student Association, if applicable)

Part 4 - Two - Four Weeks Out:

- Purchase any additional needs from performance contracts
- Have all advertising started on campus. List three advertising methods below:
  - __________________
  - __________________
  - __________________
- If tickets are being sold. When: ________________ Where: ________________ Cost: ________________
- Obtain volunteers
- Review budget. Is the event coming in on budget?
- Submit Budget Request to Student Association for approval
- Turn in completed EVENT CONSULTATION WORKSHEET (with any additional required paperwork/forms required) to Student Activities, have follow-up meeting with Director of Student Activities and Union Services, if required or if you have questions.
- Identify if any equipment is being dropped off early. If so, do you have a storage place and/or approved early arrival in your reservation? If early drop off expected, whom from the student group is meeting the supplier of the drop-off?
Part 5 – Two Days – Two Weeks Out:

- Refresh all advertising methods
- Call performers/agent to finalize all arrangements
  - Arrival Time  
- Exchange Emergency Contact Info with any speakers, performers, or service providers:
  -  
  -  
  -  
- Anything else performer mentioned of note
- Develop a tasklist/checklist/timeline for day of event
- Verify all contracts have been processed for payment with Student Association
- Gather all requests/work orders into one central location for easy access (a clipboard or folder with all communication is recommended)
- Gather any supplies, decorations, other things you need to take with you to the event (a box is a good way to keep all things together for a quick pick up and go)

Part 6 – The Day of the Program:

- Check in with Student Activities and Union Services - last minute questions
- Pick up check(s) for performers (Student Association) or verify that Student Activities and Union Services will bring the check to the event for you (typically only for outside security services)
- Do a walk-through of all locations (dressing room/performance/event areas)
  - Room arrangements set
- Meet performers/contracted performers. Get them situated. Do they need anything?
- Double check all service orders and verify completed (introduce yourself to custodial, police, etc...)
- Complete Sound check if necessary
- Obtain an introduction from performer, review the event with the speaker/performer step-by-step (any special requests or logistics that may need addressing)
- Meet with Volunteers - do a run-through of event (clarify roles)

Part 7 – During the Program:

- Introduce the performer(s)
- Have a runner by performance area for last-minute performance needs
- Do a sweep of the venue area - make sure everything looks good
- Keep a birds-eye view of the event - it is important to not forget you are still in charge of the event

Part 8 – After the Program:

- Pay the performer(s)
- Return the venue back to the way you found it (clean-up, etc...)
- Thank your performers, service people, volunteers, etc...
- Complete post-event evaluation for future years - what worked well, what needs improvement, etc.
- Complete a budget review of event, reconcile budgets
- Count and deposit monies into a safe place (through Student Association or the Office of Student Activities and Union Services)
- Submit any budget/follow up paperwork to Student Association
- Follow up with Student Activities and Union Services - let us know how it went.