



## Event Checklist

**\*The following is a BASIC checklist for event preparation when planning an event on campus. It is not all-inclusive and should be used as a guide. Please contact the Office of Leadership and Student Involvement for more help or if you have any questions. \*This planning form does not take the place of needing to formally reserve space on campus. You must also do that!**

Name of the event: \_\_\_\_\_ Budget: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

### **Six or More Weeks Before Event- Goal Setting**

- Define specific goals of program (cultural, educational, social, community service)
- Brainstorm program ideas- keeping in mind target audiences and event logistics like time, space on campus to request, campus policies and procedures, etc. \*Reach out to LSI now with questions.
- Be realistic: Do you have enough "advance time" to make this event a success? \*Note that our office has firm deadlines for all event requests. The sooner you can prepare and request space, the better.

### **Four or More Weeks Before Event- Program Development**

- Determine the needs/interests the program will serve and determine how this program meets organization's goals/mission
- Determine budget for program including any outsource of funds or donations
- Determine the division of responsibilities within your group and with other groups when appropriate.

### **Four Weeks Before the Event- Event/Program Registration**

- Visit the [www.usm.edu/lsi](http://www.usm.edu/lsi) under "Forms & Policies" for information and access to forms to request space for the event on campus. Depending on the nature of the event, a meeting with LSI or the event facility might be required before event approval.
- Identify and secure any speakers, technical requirements, etc.
- Begin working on an advertising/marketing plan for your event \*NO advertising can take place until after pre-event meeting and UPD has been secured, if necessary. Note: ALL advertising must have the organization sponsoring the event printed on it.
- Update your budget once space and set up needs, equipment is secured to adjust now, if necessary.

### **Three or More Weeks Before Event- Catering, Planning meetings**

- Attend pre-event meeting with LSI or event facility, if required. \*Make sure those in attendance are actively participating in the planning process.
- Take care of payment for security officers, when needed. They are to be paid AT LEAST 2 weeks before event in CASH so plan appropriately. If not paid on time, the ENTIRE event is cancelled.

- Consult with Eagle Dining or meet further with LSI about outside donations for food vendors, if needed. Contact Eagle Dining for on campus catering needs at 266.5376.
- Once UPD is paid, begin advertising to all group members and the rest of the campus community you wish to participate in your event. Visit the “Resources” section of the LSI website for ideas.
- Place any i-Tech or Physical Plant work orders for power, sound, trash cans, etc. you might need for your event (covered at pre-event meeting).
- Place any Parking & Transit Services work orders needed for blocked off lots or vendor parking permits required (covered at pre-event meeting).
- Complete a separate request for space to table to promote your event once approved.

### **One to Two Weeks Before Event- Supplies**

- Coordinate any hospitality needed for performers or speakers, if needed
- Place orders for any equipment needed for event not supplied by facility or LSI: tables, chairs, technical requirements such as AV, mics, etc. Contact I-tech for outside technology needs at 266.HELP, if needed.
- Purchase any non-perishable food, supplies or other items needed
- Implement your advertising/marketing plan across campus, through social media, etc.

### **One Week Before Event**

- Increase advertising on campus- suggestions include tabling (must secure a location to table through the event request form ahead of time), Facebook groups, Eagle Vision, fliers, posters, etc.
- Purchase any decorations needed
- Make sure finances are in order so that any remaining payments that need to be made or paid day of event are taken care of.
- Create a schedule for members with assignments to go over with them what each person is responsible for leading up the event.

### **Day Before Event**

- Pick up any final materials/food
- Confirm all materials/equipment being delivered for event including food
- Confirm travel of performers/speakers, if necessary

### **Day Of Event**

- Arrive on time for set up/decoration and walk through event space to make sure it is set up as needed, materials/equipment/food were delivered, etc.
- Greet UPD officers, if needed
- Final push for advertising to get people at your event

### **After Event**

- Make sure all equipment is picked up and secure and trash is cleaned up. Space should be left as it was found.
- Pay any outstanding balances. \*You could face a fine or be unable to hold future events until balances are paid.
- Take down all advertising/fliers around campus
- Send thank you notes to speaker/performers, volunteers, and other special people (including any outside funding sources, advisors, etc.)
- Finalize budget expenditures and cross-check to make sure event came out on budget and is reported to necessary party (treasurer, advisors, etc).