EVENT PLANNING CHECKLIST

Events are an important component of the University’s communications and outreach efforts. This checklist is intended as a guide for colleges, units and departments that are planning university events. Please contact The Office of University Communications with questions or for additional event planning resources.

EVENT TITLE ____________________________________________________________

EVENT SPONSOR
Contact Name: ____________________________ Department ____________________________
Phone __________________ Fax __________________ Email ____________________________

EVENT LOCATION ____________________________ Room # ______________

ANTICIPATED ATTENDANCE ________________

DATE RESERVED _______ DATE CONFIRMED _______

EVENT DATE _______________ START TIME _______________ END TIME ____________

- Confirm participation by key participants
- Notify University Communications/add to University calendar
- Add to president’s, deans’ or vice presidents’ calendars
- Check for potential conflicts (on campus and community events)

BUDGET
- Create
- Approve
- Confirm payment plans

ENTERTAINMENT
- Contract
- Payment
- Staging
- Chairs
- A/V Needs

PROGRAM PLANNING
- Program format
- Guest list
- VIPs (Please notify UPD if VIP requires security or special accommodations.)
- Participants
- Speakers
- Entertainment
- Staging

EVENT LOCATION
- Room confirmed
- Site visit
- Season/climate concerns
  (If outside, plan alternate rain site.)
- Ensure day of access
SITE SETUP
- Conference
- Herringbone
- Hollow square
- Reception
- Seated with rounds
- Theatre
- U-shaped
- Head table
- Risers
- Stanchions
- Tent

HOUSEKEEPING/PHYSICAL PLANT
- Restrooms
- Grounds
- Electrical hook-ups
- Solid waste

TRANSPORTATION AND PARKING
- Parking reserved
- Attendant
- Directions/map
- Signage
- Greeter in lot

A/V AND SOUND REQUIREMENTS
- Site visit
- Sufficient power available
- TV
- DVD player
- Projector
- Additional lighting
- Podium or wireless microphone
- Performers or musical instruments

OTHER EQUIPMENT
- Easels
- Podium
- Telephone with conference line
- Coat rack
- Registration table
- Computer

GIFT ITEMS AND SPECIAL RECOGNITION
- Award, certificate or plaque
- USM merchandise
- Logistics of presentation

FOOD AND BEVERAGE REQUIREMENTS
- Contact University Catering with event date.
- Type of menu
  - Choose  Breakfast; Brunch; Lunch; Reception; Dinner (buffet or waited)
- Beverages
  - Alcohol (must have approval)
  - Bartender
  - Water at podium, head table
- Special dietary concerns
- Linens
- Centerpieces

INVITATIONS AND PROGRAMS
Invitations, response cards, envelopes (Please contact the Office of University Communications six weeks prior to your event for assistance.)
- Design
- Proofread
- Print
- Postage
- Labels
- RSVP management

Programs
- Design
- Proofread
- Print
- Distribution

OTHER PRINTED ITEMS
- Nametags
- Menu cards
- Place cards
- Seating chart
- Table numbers
PUBLIC AND MEDIA RELATIONS
__ Campus publications
__ Press release
__ Event promotion
__ Social media
__ Photography/ Recording

SIGNAGE
__ Directional signs
__ USM seal on podium
__ Banners

HOSPITALITY
__ Travel arrangements
__ Hotel accommodations
__ Rental car
__ Transportation
Special Needs Accommodations
  __ Wheelchair access
  __ Assign staff to assist
  __ Interpreter

BRIEFING PRIOR TO EVENT
__ Staff schedule
__ Briefing meeting

EVENT FOLLOW-UP
__ Event report
__ Thank-you letters
__ Photos for participants
__ Information to fundraiser

NOTES:
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

For additional assistance, information and resources, please visit www.usm.edu/university-communications.