



# Event Checklist

## FOUR WEEKS\* BEFORE EVENT:

- Check availability of potential event dates and make reservation
- Secure necessary A/V equipment (lectern, projector, lectern microphone, Q&A microphone if necessary)
- Confirm budget and funding
- Write rough outline of the event's program

## TWO WEEKS BEFORE EVENT:

- Confirm date and time for the event location and catering reservations (if applicable)
- Add event to campus calendar
- Create Facebook event page and send invitations
- Send emails to campus organizations and their leadership announcing the event
- Ask professors if they could announce the event at the beginning of their classes or via class emails
- Create a sign-up for timeslots and divide responsibilities among volunteers for the event, which may include:
  - Organizing pre/post event reception (if applicable)
  - Taking photographs of the event
  - Promotion/marketing
  - Coordinating event coverage on social media
  - Introducing speaker(s)
  - Facilitating and overseeing Q&A session
- Organize transportation and hospitality for speaker(s) or guest(s)
- Post flyers around campus with event details
- Write a press release (if applicable)

## THREE DAYS BEFORE EVENT:

- Announce the event in your classes (with your professors' permission)
- Share Facebook event page on social media
- Pass out handbills or event flyers on campus and outside of popular hangout spots
- Email volunteers their assigned tasks for the day of the event
- Prepare an introduction for the speaker(s) or event and some discussion questions, if needed
- Send press release to local and campus media outlets (if applicable)

## DAY OF EVENT:

- Morning of event: confirm any catering orders and check A/V equipment
- Send final reminder to event volunteers with their delegated tasks
- Pick up catering and drop it off at venue
- Make sure speaker's transportation is scheduled and/or meet at an agreed upon location on campus
- Host an informal reception with speaker(s) and attendees before or after the main event (if applicable)
- Take pictures and/or record the event

## POST-EVENT:

- Send thank you notes or emails to all parties involved—including funding sources
- Update social media event page thanking those who attended
- Compile list of steps taken or roadblocks in planning the event for future event organizers

**\*Larger events with acclaimed speakers may need four to six months in advance for preparation. Ask your school's event services office if there is a suggested timeline for planning campus events.**