EVENT PLANNING CHECKLIST

This event planning checklist is meant to be a guide to help your RSO plan a successful event. The more information you can lock into place and the more details you can confirm, the better- that way you are less likely to run into challenges or surprises along the way. Additionally, it's always best to start planning an event well before you think you need to; that way, if anything comes up that delays the timeline, you still have time to make sure everything is ready to go.

These resources were developed by the Student Activities team, who have over 30 years of combined experience planning all kinds of events—everything from large concerts to conferences to retreats and small group outings! While some items in this proposal may not apply, we wanted to create a guide that would be helpful no matter the size of the event.

Getting Started: Review Previous Events

- ☐ Revisit previous programs:
    - ☐ Were these programs successful? What made them successful?
    - ☐ Who were the contract agents?
    - ☐ Was it reasonable in terms of cost?

Getting Started: Program Proposal - 6 or More Weeks Prior to Event

- ☐ Complete the Program Proposal
    - o Name, Date, Time of event:
    - o Where is the event? Rain site?
- ☐ Make a folder in your RSO Team or on Mav Central for all planning documents - including budgets, scripts and PR items
- ☐ Reserve Space:
    - ☐ Event Spaces:
        - ☐ Performance Space:
        - ☐ Dressing Room:
        - ☐ Set-Up Room/Home Base
    - ☐ Promotional Spaces:
        - ☐ Showcase:
        - ☐ CSU Sign Holder:
        - ☐ Tabling Space:
        - ☐ Mav Ave Banner Space:
        - ☐ University Dining Center Table Tents:
- ☐ Create an event on Mav Central
- ☐ Make promotional timeline

Five-Six Weeks Before the Event

- ☐ Make a set up map and set up list of items needed – possible items to include
  - ☐ Sound System
  - ☐ Lighting
  - ☐ Tables
  - ☐ High-top Tables
  - ☐ Serpentine Tables
  - ☐ Table Skirting
  - ☐ Projection Screens
  - ☐ Seating
  - ☐ Flex Screens
  - ☐ Control Ropes
  - ☐ Carts
  - ☐ Parking
  - ☐ Security
  - ☐ Stage
  - ☐ Pipe and Drape (backdrop)
  - ☐ Power Access
  - ☐ Cord Runners
  - ☐ Sign Holders
  - ☐ Bleachers (if in Bresnan)
- ☐ Set-up time to discuss Audio-Visual needs with CSU Tech Coordinator
- ☐ Double check for conflicts within the MNSU community. Are there other big events that night or that week?
- ☐ Contact collaborator(s)
- ☐ If you are bringing in an off-campus speaker or guest, start the contract process (needs 4 weeks minimum)
- ☐ If you will require additional insurance, start the insurance process. Events that need insurance: inflatables, live animals, race cars, hot air balloons, hip-hop or punk metal acts, controversial speakers, live lumberjacks, illusionists, etc….
- ☐ Invite administration to your event if applicable - CSU Director, Associate V.P. for Student Affairs, and Student Government

Four Weeks/One Month Before the Event

- ☐ Fill out all your set-up info, contact info, tech info, and timeline
- ☐ Confirm all reservations & details
- ☐ Approve posters and publicity items
  - ☐ All proofing and edits must be done
- ☐ Finalize promo locations & plan – for example: Tabling, CSU Special Request, University Dining Center, Signs, etc…
- ☐ Finalize goals & send to advisor
- ☐ Solicit ways committee wants to promote for event
  - ☐ How will they be a part of the success?
- ☐ Create Day of Plan - starting 48 hours prior to show. Include a detailed schedule, contact information, and packing list of what you'll need for the event
  - ☐ Detailed Schedule
    - ☐ Space set-up (Specify between tech, vendor set-up, collaborator set-up, and other operations)
    - ☐ Load-in times
    - ☐ Vendor arrival times

- ☐ Volunteer arrival times
- ☐ Food arrival times
- ☐ Doors open
- ☐ Event Start Time
- ☐ Activity Start Times
- ☐ Activity Ending times
- ☐ Closing Announcements
- ☐ Event Ending Times
- ☐ Tear-Down
- ☐ Other
- ☐ Contact information for anyone involved with the event (performers, vendors, person overseeing event, volunteers, etc)
- ☐ Create supply list of what to bring—examples of what to include:
  - ☐ Check-in lists
  - ☐ Decorations
  - ☐ Supplies for Activities
  - ☐ Laptop with presentation/slides/music
  - ☐ Power cords/extension cords
  - ☐ Wrist bands
  - ☐ Tickets
  - ☐ Scanners
  - ☐ Clickers
  - ☐ Waivers
  - ☐ Prize forms
  - ☐ Banners
  - ☐ Clipboards
  - ☐ Pens
  - ☐ Markers
  - ☐ Paper
  - ☐ Tape
  - ☐ Surveys
  - ☐ Giveaways
  - ☐ Sign-Up Sheets
  - ☐ Promotional Board
  - ☐ Camera

Three Weeks Before the Event

- ☐ Start putting up posters, banners, flyers
  - ☐ On campus
  - ☐ Off campus
    - ☐ Where?
- ☐ Make event script
  - ☐ Proof and edited by you
  - ☐ Proof and edited by board
  - ☐ Determine emcee

- ☐ Finish developing surveys and print out
- ☐ Contact local media outlets for promotion
- ☐ Develop volunteer group - Volunteer positions to include:
    - ☐ Load-In
    - ☐ Promotional Table
    - ☐ Security
    - ☐ Check-In/Ticket-Takers
    - ☐ Hospitality
    - ☐ Coat Check
    - ☐ Photographer
    - ☐ Attendance Counter/Clicker
    - ☐ Back Stage Help
    - ☐ Emcee
    - ☐ Load-Out
    - ☐ Other: _____

One Week Before the Event

- ☐ Meet with officers and team members one last time
    - ☐ Confirm details (send out email/text)
        - ☐ Volunteers
        - ☐ Duties
        - ☐ Door time
        - ☐ What to wear
    - ☐ Do a run through of the event
- ☐ Confirm Guest information (arrival time, directions, last minute needs, merchandise) – *Call in person*
- ☐ Request payments for any contracted services if applicable (Check with advisor)
- ☐ Send out Day-Of Plan (DOP)
- ☐ Create Volunteer name tags/lanyards & waivers
- ☐ Finalize event set up
- ☐ Promos:
    - ☐ Distribute Flyers
    - ☐ CSU Slide
    - ☐ Sandwich Boards Out
    - ☐ Tabling in CSU
    - ☐ Tabling in University Dining Center (reserve through Residential Life)
    - ☐ Table Tents in University Dining
    - ☐ KMSU
    - ☐ Instagram / Social Media
    - ☐ Engage Event
- ☐ Purchase any needed supplies for event:
    - ☐ To purchase:
        - ☐ _____
        - ☐ _____
        - ☐ _____
        - ☐ _____
        - ☐ _____

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Day Before Event

- ☐ Prepare payment for any contracted services (Check with advisor)
- ☐ Print Day-Of Plan, distribute to board members and review with board and others helping to run the event
- ☐ Gather all event supplies and pack up in one central location from list created 4 weeks out
- ☐ Confirm emcee/host script and print multiple copies

Day of Event

- ☐ Arrive early - Be the first one there! (Arrive at least an hour before, more for large set-ups.)
- ☐ Check on the set-up, make sure it is what you want
    - ☐ Clear it with CSU Building Manager
- ☐ Greet all volunteers and let them know what they are going to do
- ☐ Set up table right outside or inside the door of your event
    - ☐ Banners
    - ☐ Clipboards
    - ☐ Pens
    - ☐ Tape
    - ☐ Surveys
    - ☐ Giveaways
    - ☐ Sign-Up Sheets
    - ☐ Promotional Board
    - ☐ Camera
- ☐ Slideshow and pre-music up and running (Add/make revisions)
- ☐ Do a sound-check at least 45 minutes before the event
- ☐ Have your nametags on
- ☐ Doors open 30 minutes before show time
- ☐ Have the event!

Following the Event – Within a Week

- ☐ Get feedback right away (Talk to people and get the general feel about the event, complete pro-con list)
- ☐ Record the head-count number as soon as volunteer is done clicking
- ☐ Clean up event space & put away materials
- ☐ Write thank you notes
- ☐ Make sure pictures are uploaded to Mav Central, Instagram, Facebook
- ☐ Turn in receipts for re-imbursement; review the budget
- ☐ Have a team debrief to capture areas for improvement or ideas for future events