

Program Title:	Event Date:
Sponsoring Organization:	Event Time:
Contact Person:	Event Location:

Names of people or positions involved in planning the event:

Name	Email	Phone Number

Planned Cost for the Event	Actual Cost for Event	
Expenses:	Vendor contact info (name of agency, speaker, entertainment co.)?	Purchase Order #

Did you have Co-Sponsors for Event? If yes, who?			
Name / Organization	Email	Phone Number	How did they Co-Sponsor? (Funding, attendance, etc)

Event Planning Reminders...

Establish a Primary Contact Person

This is the only person that should maintain communication with the Events Manager:

Receive Confirmation from Appropriate Event Manager(s)

Submit Activity Report Form to USG
(if USG recognized organization)

Approve Location of the Event

Approved Location(s): _____

Event Planning Meeting(s) Scheduled

Date(s): _____

Attendees:

- University Police Department
- Events Management Office
- Reservations and Events Manager
- Associate Director for Campbell Student Union
- Performing Arts Center Representative(s)
- Other:

University Police Department Review

Does the event require University Police? Yes/No
Number of assigned personnel
Estimated cost at time of event planning meeting

GENERAL INFORMATION:

You should determine which member of your organization is responsible for gathering the appropriate information.

EVENT BUDGET:

- Complete your PO at least 6-8 weeks in advance, prior to the event and be sure to check in with purchasing.
- Review your program budget to include special fees (security, extended hours, etc.).
- Write and submit grant proposals for additional funding.
- Determine the estimated income/revenue from event.
- Determine any admission charges.
- Calculate the amount of money secured for the event.
- Ensure that all purchase orders are submitted and

copies made.

- Check all requests or direct pay requests.
- Ensure that you have purchased materials for your event (tape, stapler, etc.)

AUDIENCE & MARKETING:

- Determine how many people you anticipate to attend this event.
- Determine what type of audience you are trying to attract. (students, faculty, off campus, campus, community groups).
- Determine what form of advertisement you are going to use to market your event (email, flyers, website, newspaper, etc).
- Determine what deadlines are associated with your advertisement.
- Review *Student Organization Marketing Checklist*
- Review/edit all advertising content before publishing or printing.
- Determine who is responsible for writing any press releases.
- Submit any posters to the Campbell Student Union Reservations and Events Manager for posting approval.

EQUIPMENT & TECHNICAL NEEDS:

- Review all technical needs for the program.
- Confirm that all requested equipment will be available for the event.
- Ensure reserved space is compatible with your equipment (internet access ready).
- Make all final arrangements for equipment that is purchased/rented from an outside organization.
- Ensure that all reserved equipment is returned to the proper owner and in the condition in which it was reserved.

CATERING NEEDS:

- Determine if you will be using on campus or off campus catering.
- ___On campus ___Off Campus ___No catering
- Determine how many tables will be needed for food.
 - Calculate all catering costs and determine if the costs fit into your budget

A FEW OTHER THINGS TO CONSIDER...

Make It Inclusive!

- ◆ **Have you checked for gender bias and/or gender neutral language in your program?**
- ◆ **Have you considered religious backgrounds, rituals and traditions in your program planning?**
 - Make sure the food you serve at your program can be enjoyed by guests of diverse religious traditions
 - In the month of December, acknowledge more than one religious holiday.
- ◆ **Have you considered diverse, racial and/or ethnic populations in your program planning?**
 - If having a guest speaker, you may want to consider bringing in an American Sign Language interpreter
 - If you are passing out handouts, make sure the print is large enough for individuals who may have seeing impairments.
 - Do not automatically assume all of your program guests are able-bodied.
 - Avoid any vague language or content that may be interpreted as racist or insensitive.
- ◆ **Have you considered the economic limitations faced by some of your members?**
 - Does it cost money to attend all of your events? Do not assume that all students can afford to attend every single program that has an admission fee.
- ◆ **Have you considered the heterosexual bias and diverse sexual orientations of your guests in your program planning?**
 - Make sure your advertisement assumes that all participants can participate. For example, if planning a speed dating event, indicate if same sex couples are welcome.
 - Do not assume that all students who attend your programming share the same sexual orientation.

Brief Description of Event (include set-up, decoration ,etc):

Brief Description of Goals of Program (include purpose and targeted population):

Were the Goals of the Program Met? What would you do to improve the event for the next year?

What type of publicity did you use for this event? What was successful?

What vendors did you work with (sound companies, printers, etc.)? Would you work with them again?

Would you do this event again? Why or Why not?

If you do this event again, what things do we need to remember to do?

Additional comments, frustrations, or concerns?

Program Evaluation

Attendance #

of Faculty/Staff:

Overall Rating of Event (1 the lowest and 10 the highest):

Strengths and weakness of the program?

What other organizations could have been of assistance? Why?

What would you change in the future if this event is hosted again?

Compile all your event evaluations (if you did them) and put them in your file.

Don't forget to send out thank you letters to all who made your event possible!

Completed by: _____ Date: _____

Print and Sign