



STUDENT ACTIVITIES & LEADERSHIP

Event Planning Checklist

Organization/Committee: _____

Event: _____ Location: _____

Admission: _____ Day, Date, Time: _____

Planning Phase:

- _____ Set goals/purpose for event (Education, Entertainment, Edutainment)
 - Set specific and general goals/purposes & target audience-bring to next meeting
- _____ Assess technical needs, request rider early if possible
 - Learn all additional expenses event will have
- _____ Set attendance expectations
- _____ Check room availability
- _____ Check sound capabilities
- _____ Check other campus events
 - Campus Calendar: <http://events.muohio.edu/>
 - Check w/ other groups (Greek Affairs, ASG, CAC, PB, AfterDark, etc.)
- _____ Check holidays (national, religious, etc.)
 - Holidays by religion, nation, etc: <http://www.earthcalendar.net/index.php>
- _____ BEFORE contacting an agent, meet with the Office of Student Activities & Leadership
- _____ Discuss event with agent
 - Get information for pricing, including flight, hotel, sound, etc.
 - Check available dates for event/performer, compare to our availability
- _____ Breakdown and prepare budget worksheet for next executive board meeting
- _____ Meet with Advisor/President

Contract Signing:

- _____ Discuss event again with agent.
 - Confirm earlier details
 - Discuss technical concerns if any
 - Book event if desired
- _____ Review Miami Contracting Manual
- _____ Review Processes for Student Organization Events Contracts (Attached)
- _____ Bring contract to 356 Shriver (Student Activities) for processing
- _____ *** IMPORTANT: Students CANNOT Sign Contracts**
- _____ Fill out Event Planning Form in 356 Shriver Center
- _____ Confirm room reservation (secure rain location if outdoors)
- _____ Submit for noise abatement (if needed)
- _____ Contact Bobbe Burke 9-2268
- _____ Submit event to e-calendar (<http://events.muohio.edu/>)
- _____ Attach Leadership Values Rider when returning signed contract to agent
- _____ Meet with Advisor/President

Six Weeks:

- _____ Contract must be received by this point at latest
- _____ Promotions ideas discussed
 - (Marketing): Flyers, posters, table tents, etc.
 - (Communication)-Press Release to media outlets
 - What are we doing creative to advertise? How will it stand out? See Marketing Checklist

Paul Allen most approve all clothing or memorabilia

- _____ Initial Meeting with Building Point-of-Contact about rider requirements
- _____ Reserve dressing rooms/supplemental space

Four Weeks:

- _____ Marketing blitz should start.
- _____ Have at least 3 people proofread all advertising
- _____ Reserve transportation
- _____ Reserve hotel
 - (check Marcum, Climer, Best Western for Miami rate)
- _____ Review contract & Rider, make sure every detail taken care of
- _____ Plan hospitality
 - Meals (Gail King, 9-4524 for on-campus)
- _____ Order parking passes needed for performer
- _____ (*Finance*) Process payment
- _____ Mark "Hold for Pick-up" if you plan to pick-up payment and give to performer post performance
- _____ Fill out/Get Signed Co-Sponsorship Agreement (if necessary)
- _____ Tell building point-of-contact exact start and end times
- _____ Meet with Advisor/President

Two-Three Weeks:

- _____ Confirm room set-up with building point-of-contact
- _____ Confirm payment sent to Accounts Payable
- _____ Confirm travel arrangements
- _____ All advertising out
- _____ Confirm hospitality
- _____ Meet with Advisor/President
- _____ Follow-up Meeting with Building Point-of-Contact about rider requirements

Day of Event (Pre-Event):

- _____ Room set-up
 - Know times, be there
- _____ Show up at event 1 hour before to confirm everything is set correctly
 - Are all needs taken care of? Tables, chairs, projector, sound, etc.?
- _____ GREET THE PERFORMER!
 - Make sure someone meets the performer at the door!
- _____ Pick up checks from Accounts Payable (107 RDBSH)
 - Business Hours 8-4:30 M-F
 - Weekend events, pick up check on Friday

Day of Event (Post Event):

- _____ Room tear-down
 - When the event is over, make it look like we were never there.
 - Clean up all trash, help w/ chairs if needed

Post Event:

- _____ Thank you notes/letters/cards sent
 - Agent
 - Performer
 - Shriver Staff
 - Sound/Light Company
 - Anyone else that went above and beyond to help
- _____ Fill out post event evaluation form (on SAL Website)
- _____ Send letter of recommendation to performer/agent (if worthy)