

# Saint Louis University Student Organization Event Planning Checklist

Successful event planning consists of several steps: **brainstorming**, **pre-planning** and **post evaluation**. Not every event will require every item on this checklist, but it's always good to get in the habit of walking through each one just to make sure.

## Brainstorming

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Think about it....

Identify the goals of the event.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Determine what type of event it is.

- |   |   |
|---|---|
| <input type="checkbox"/> Social Activity  | <input type="checkbox"/> Seminar              |
| <input type="checkbox"/> Meeting          | <input type="checkbox"/> Brown Bag Discussion |
| <input type="checkbox"/> Workshop         | <input type="checkbox"/> Award Ceremony       |
| <input type="checkbox"/> Retreat          | <input type="checkbox"/> Business Dinner      |
| <input type="checkbox"/> Fair             | <input type="checkbox"/> Team Building        |
| <input type="checkbox"/> Conference       | <input type="checkbox"/> Other _____          |
| <input type="checkbox"/> Lecture          |   |
| <input type="checkbox"/> Panel Discussion |   |
| <input type="checkbox"/> Reading          |   |
| <input type="checkbox"/> Trip             |   |

Determine who the target audience is.

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Members  | <input type="checkbox"/> General Public       |
| <input type="checkbox"/> Campus   | <input type="checkbox"/> Media                |
| <input type="checkbox"/> Students | <input type="checkbox"/> School Aged Children |
| <input type="checkbox"/> Faculty  | <input type="checkbox"/> VIPs                 |
| <input type="checkbox"/> Staff    |   |

Research any policies that would be involved with this event.

Determine what items need to be budgeted.

- |  |  |
|--|--|
| <input type="checkbox"/> Entertainment   | <input type="checkbox"/> Parking         |
| <input type="checkbox"/> Supplies        | <input type="checkbox"/> AV Support      |
| <input type="checkbox"/> Facility Rental | <input type="checkbox"/> Rentals/ Set Up |
| <input type="checkbox"/> Housekeeping    | <input type="checkbox"/> Advertising     |
| <input type="checkbox"/> Food            | <input type="checkbox"/> Security        |
| <input type="checkbox"/> Linens          | <input type="checkbox"/> Film License    |

Identify budgets/ sources to provide the necessary funds.

- Organization's budget
- Outside donations
- Charge admission (See admission procedure portion of pre-planning)
- Other Department/ Organization financial support
- Discuss budget with Advisor

Determine potential dates for the event

- Preferred Date: \_\_\_\_\_
- Fall Back Date: \_\_\_\_\_
- Last Option: \_\_\_\_\_

Determine what marketing/ promotional materials will be needed. (Check out the 101 Ways to Promote PDF on the website)

Determine if volunteers will be needed for the event.

# Pre-Planning

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- Determine/ collect expected attendance number.
- Determine location. (Fill out the event registration form on the Student Involvement Center to reserve locations in the BSC, DuBourg, Boileau Hall, and The Quad)
  - Preferred Location: \_\_\_\_\_
  - Alternate Location: \_\_\_\_\_
  - Rain Location: \_\_\_\_\_
- Determine time
  - Gross Time (includes set up and take down of event): \_\_\_\_\_
  - Net Time (time advertised to target audience): \_\_\_\_\_
- Inclement weather plan
  - Determine items that would need to be moved or canceled.
  - Determine time that decision needs to be made: \_\_\_\_\_
  - Determine who will make that decision: \_\_\_\_\_
- Set rehearsal information (*for events that would need a rehearsal*)
  - Time of Rehearsal \_\_\_\_\_
  - Location of Rehearsal \_\_\_\_\_
  - Date of Rehearsal \_\_\_\_\_
- Identify possible accessibility accommodations
- Identify guest speaker/ entertainment to be brought onto campus. **Contact your advisor in regards to communicating with the speaker/ entertainment.** (Check out the Entertainment Agreement Process PDF on the resources website)
  - Research the speaker/ performer
  - Research the price
  - Background and biography
  - Title of lecture or performance
  - Transportation required
  - Lodging required
  - Campus escorts
- Food
  - Determine if your location is restricted to University Catering. (To determine which locations are restricted to University Catering, Check the [University Event Service Venue Menu](#) website)
  - If using outside catering options:
    - Confirm that they are an approved caterer. (Check out the Approved Caterers PDF)
    - Identify any set-up, delivery, fees etc. that would be added on top of the cost of food.
  - Check policies regarding bake sales and all outdoor food preparations.
- Create an admission procedure
  - Sign up process (Tabling, Google form, Email, etc.)
  - Tickets (printed, handed out, etc.)
  - Day-of procedure (volunteers stationed to collect tickets, location to get tickets day of, etc.)
- Forms (Complete actual form and turn into the Student Involvement Center BSC Suite 319)
  - Complete the Program Planning Form
  - Completed the Student Event Registration Form
- Confirm and create marketing and publicity efforts
  - Get all publicity approved by the Student Involvement Center.
  - Hang approved publicity in designated areas only.
- Gather/ Purchase/ Create supplies needed
  - Tissues (potential high emotion events)
  - Guest List/ Sign In Sheet
  - Snacks and Candy
  - Event Schedule (Check out the Sample Event Schedule PDF on the resources website)
  - Nametags

- Place Cards
- Maps
- Flip Charts
- Markers, Pens, Pencils, Sharpies
- Scissors
- Directional Signage
- Locking Cash Box

- Decorations
- Attendance Counters
- Registration Packets
- Notepads
- Camera
- Give-Aways/ Prizes
- Event Survey

## Post- Event Planning

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While this section is called Post-Event, not everything happens after the event. This is the place to determine what needs to happen in preparation for post-event.

- Confirm all bills have been paid in full. (After the event)
- Create satisfaction survey (Check out the Sample Event Survey PDF on the resources website)
- Send thank you notes
- Complete the Event Evaluation/Assessment Form found on the resources page of the website.