



Event Planning Checklist for Student Organizations

This document will help guide student organizations and advisors in creating inclusive programs that cover the specific needs of the students. Use this timeline as a guide to make your event planning run smoothly and extraordinary – all dates are suggestions.

Pre-Event

Purpose & Theme *(13-weeks prior to event)*

- What is the purpose or overall goal of the event?
- Who is your target audience?
- Pick a theme that fits with the values of your organization & the university

Location *(Reserve ASAP)*

- What type of location is necessary for your event? Visit the [Building Coordinators](#) webpage for contact information for the available spaces on campus.
- Reserve a rain location
- Check availability of the location(s) and submit a [Registration of Activity \(ROA\)](#) to reserve the space.

Make sure you wait until you receive the confirmation for the space before continuing the planning process.

Contacts *(12 weeks prior to the event)*

- Reach out to presenters, performers, and/or vendors
- (Advisor) Negotiate and obtain contracts

Scheduling Your Event *(13 weeks prior to the event)*

- When is your audience available?
- Are there any other events happening?
Visit the [university events calendar](#) to check.

Marketing your Event *(12 weeks prior to the event)*

- Brainstorm a marketing plan for the event (What is your primary message? What type of format will you use (social media, email, digital signage, invitations, etc.) How often and when will you post?)
- Design a Save-the-Date to get the date of your event out to the public.
- Promote your event on campus using flyers, digital flyers on the televisions, and/or tabling
- Use your organization's social media account to promote your event and spread the word.



Logistics

Confirm Event Logistics *(1-2 weeks prior)*

- Contact and submit catering order
- Finalize plans with venue
- Finalize plans with vendors
- Finalize plans with performers/speakers

Order Supplies *(6-12 weeks prior)*

- Identify supplies needed & order
- Gather presentation materials
- Gather necessary technology for the event (if your event is larger than 50 people, provide a microphone)
- List expenses in a budget form

Event Volunteers *(1-2 weeks prior)*

- Create sign-up/sign-in sheets
- Keep track of attendance
- List responsibilities of volunteers

Create “Day-of” Schedule *(2 weeks prior to event)*

- List hour by hour schedule of event details
- List responsibilities of each event planner

Implementation

Final Communications *(1-2 days prior)*

- Send final reminder to performers and vendors with event details
- Finalize social media posts for the day of the event

Final Walk-Through *(1-2 days prior)*

- Review final “day-of” schedule
- Review placement & responsibilities of staff
- Talk through “what-if” scenarios
- Gather decorations/supplies

Post-Event

Event Feedback *(1-3 days after event)*

- Assess the event (What went well? What didn't go well? What can be improved?)
- Send evaluation survey to participants
- Review budget expectations versus reality
- Was the purpose (and goals) reached?
- Send thank you letters to those involved in the event