Event Planning Checklist

Name of Organization/Committee: ______________________________________________________

Name of Event: ____________________________________________________ Profit or Non-Profit

Room: ___________________________________________________________ Estimated Attendance: _____

Primary Contact: _____________________________________________ Phone #: ________________________________

Location: ___________________________________________ Date: __________ Time: __________

Description of Event: ____________________________________________________________________________

Length of Program: __________________________

Early Logistics

_____ Set goals/purpose for the event (education, entertainment, “edutainment”)

_____ Register your event with the Office of Student Engagement to help with marketing, reduce scheduling conflicts, over programming, or duplicate programs (attached or on Student Engagement web page: http://mansfield.osu.edu/studentactivities)

_____ Verify location availability (OSU: Tina at 419.755.4212 or illo.9@osu.edu or NC State: Leah Watchel 419.755.4542 or roomreservations@ncstatecollege.edu)

_____ Submit an Event Set-up Request:  http://mansfield.osu.edu/index.php?option=com_rsform&view=rsform&formId=44

_____ Anticipate event expenses and set your budget (supplies, sound, stage, artist fee, etc.). Form attached for your reference

_____ You are not permitted to sign contracts. If the event you are planning requires a contract, you must work with the Director of Student Engagement (419.755.4313) and this must happen at least six to eight weeks out from your event date.

_____ Create an event evaluation form (attached or on Student Engagement web page: http://mansfield.osu.edu/studentactivities/organizations.htm ) to use at the culmination of the event

Contract (only necessary for some events)

All contracted acts must be handled through the Office of Student Engagement

_____ Director of Student Engagement will read contract, rider, etc. and verify that contract provisions can be met

_____ If liability or legal questions arise, these will be addressed at this time. NOTE: if contract must be run through Ohio State’s Office of Legal Affairs, it could take up to 12 weeks.

_____ Once agreeable, the contact will be processed

_____ Office of Student Engagement will share contract, campus map, directions, hotel information, etc

Marketing

_____ Brainstorm creative marketing ideas (attached or on Student Engagement web page: http://mansfield.osu.edu/studentactivities/organizations.htm)

_____ Complete forms (attached or on Student Engagement web page: http://mansfield.osu.edu/studentactivities/organizations.htm)

to get event information on the following:

  - DRM (TV screens)
  - OSU-M and NC State web calendars
  - Flyers
  - Outdoor Event Boards

_____ Consider a press release for on & off campus advertising (Off campus press releases must go through the Advancement Office)

_____ Add event information to your Facebook page and other social media accounts

_____ Create a banner using a flat bed sheet (full size) to hang in Eisenhower Center

_____ Create screen saver for computers at Eisenhower’s Cyber Bar
Four Weeks Prior to Event

- Confirm that contract proceedings are underway
- Meet with key players to ensure that everything is where it needs to be at this point
- Begin to think about hospitality portion of contract rider (if applicable)
- Create list of supplies needed
- Initiate early marketing strategies

Two to Three Weeks Prior to Event

- Confirm check for payment has arrived on campus (checks come from Columbus campus)
- Confirm travel arrangements
- All marketing should be out
- Confirm hospitality
- Follow-up meeting with key players
- Secure event volunteers

One Week Prior to Event

- Call performer, speaker or presenter to confirm
  - Verify event details
  - Confirm ground transportation and lodging reservation
  - Review rider details – remember to look for non-technical needs (water, towels, food, etc.) as well
- Confirm event location set-up and technical needs
  - Room set-up (Larry Stimpert: 419.755.4390)
  - Technical needs (OSU & most Shared locations - David Au: 419-755-4315; NC State locations – Vickie Hahn 419.755.4734)
- Confirm volunteers who are helping with event

One Day Before the Event

- Reminder call/email/announcement to volunteers

The Day of the Event

- Check room to be sure it is set up properly
- Check technical needs to be sure they are in place and working
- Pick up performer from the airport, if necessary, or make contact with performer to ensure all is well
- GREET THE PERFORMER! (make sure someone is watching for him/her and greets him/her at the door)
- Obtain introduction from performer
- Be hospitable to performer, speaker, and/or presenter

At the Event

- Introduce presenter (be sure to include information about the sponsor as well as the presenter)
- Count audience members
- Monitor AV
- Monitor audience

After the Event

- Pay performer
- Complete evaluation (attached)
- Send thank you notes (Committee, Departments, Businesses, Speaker/Guests)
# Budget Planning Worksheet

*Please fill out this form to the best of your ability. Be realistic, not idealistic. Remember that your attendance estimate should not only help you see the value in this event but also give you a program goal to strive for.*

Name of Organization/Committee: __________________________

Name of Event: __________________________________________

Location: ___________________________ Date: ________________ Time: ____________________

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>ESTIMATED REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performer Fee: $____</td>
<td>Ticket Sales: $____</td>
</tr>
<tr>
<td>Transportation: $____</td>
<td>Co-sponsor contribution: $____</td>
</tr>
<tr>
<td>Lodging: $____</td>
<td>Other: $____</td>
</tr>
<tr>
<td>Meals: $____</td>
<td>TOTAL REVENUE: $____</td>
</tr>
<tr>
<td>Technical Needs: $___</td>
<td></td>
</tr>
<tr>
<td>Publicity: $____</td>
<td></td>
</tr>
<tr>
<td>Hospitality: $____</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous: $____</td>
<td>TOTAL EXPENSES: $____</td>
</tr>
</tbody>
</table>

TOTAL EXPENSES: $____

TOTAL EXPENSES: $____ minus TOTAL INCOME: $____

**TOTAL EVENT COST: $____**

*Estimated Attendance ________

*Estimated Price/Person (income total cost divided by attendance) ________*
Here are several creative (and not so creative) marketing ideas. Be sure you brainstorm some ideas of your own, but consider some of these options to determine which ones will work well for YOUR event.

DRM Screens (the scrolling messages that play on TV screens all over campus)

Press release for campus In50

OSU Mansfield and NC State web calendars

Outdoor event board  

On-campus flyers  
http://mansfield.osu.edu/studentactivities/Documents/signorder-req.pdf

Posters  
Molyet & Buckeye Villages  
Off Campus Locations

Screen savers for Student Union Cyber Bar

Table Tents

Sandwich board posters (see Tammy Smith for assistance)

Sheet Banners (may only be hung in Eisenhower Center stairwell)

“Gimmick” Handouts (stressballs, t-shirts, candy, etc.)

Newspaper & TV ads (see Nick Orosan (OSU) or Keith Stoner (NC State) for more information)

Facebook Groups/Event/Ad

Twitter/Instagram/Other Social Media

Door(knob) hangers

Signs for outside stakes

Bookmarks

Email list serv

Walking billboard 😊
Submit request form AT LEAST four (4) weeks prior to event.

Organization: ________________________________

Date Requested: ____________________________

Event Date/Time: ____________________________

Name: ______________________________________

BUILDING LOCATION CHOICE (please check)

☐ All campus buildings (OSU & NC State)
☐ NC State buildings + Shared
☐ OSU buildings + Shared
☐ Other _________________________________

Dates of posting: From_______ To ________

Phone Extension: _____________

We will do our best to accommodate all requests. Please print or type your message and use a separate form for each message. The message is subject to change/abbreviation due to its length. Please keep your message as brief and concise as possible. Thank you.

INFORMATION TO BE POSTED

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Artwork for slides (as a jpeg) can be submitted to Tammy Smith at smith.173@osu.edu. Please be sure to include artwork in the subject line of the email, and give description of event in email in the body of the message.

Office Use Only

<table>
<thead>
<tr>
<th>Date Received</th>
<th>Initials</th>
<th>Date Completed</th>
<th>Initials</th>
<th>Date Removed</th>
<th>Initials</th>
</tr>
</thead>
</table>

Revised 09/14
Web Calendar Request Form

Submit request form AT LEAST four (4) weeks prior to event.

Organization: ________________________________________________________

Date Requested: ________________  Circle one:  OSU-M  NC State

Event Date/Time: ________________  Dates of posting: From _______ To _______

Name: __________________________  Phone Extension: __________

CALENDAR CHOICE (please check)

☐ NC State Calendar

☐ OSU Calendar

☐ Both

Please print or type your message and use a separate form for each message. The message is subject to change/abbreviation due to its length. Please keep your message as brief and concise as possible.

ADDITIONAL INFORMATION TO BE POSTED

Office Use Only

Date Received  Initials  Date Completed  Initials  Date Removed  Initials

Revised 09/14
Submit request form AT LEAST four (4) weeks prior to event & use separate form for each request.

Date Requested: ___________________________  Circle one:  OSU-M  NC State

Event Date/Time: ___________________________  Dates of posting: From_______ To _________

Name: ______________________________________  Phone Extension: ____________

Quantity Needed: __________
(Use a separate form for each flyer.)

Size Dimensions: (Please circle required size):

8½” x 11”  11” x 14”  Poster board size

Flyer details (include creative ideas here):

Office Use Only

<table>
<thead>
<tr>
<th>Date Received</th>
<th>Initials</th>
<th>Date Completed</th>
<th>Initials</th>
<th>Date Removed</th>
<th>Initials</th>
</tr>
</thead>
</table>

Revised 09/14
Submit request form AT LEAST four (4) weeks prior to event.

Organization: ____________________________________________________________

Date Requested: ____________________________  Circle one: OSU-M NC State

Event Date/Time: ____________________________  Dates of posting: From _______ to _______

Name: ________________________________________________________________  Phone Extension: __________

Sign location choice (please check)

☐ #1 near Riedl facing Rt. 39  ☐ #3 Center board facing Rt. 39

☐ #2 near Riedl (opposite side of board #1)  ☐ #4 Center board facing Lexington-Springmill Road

☐ #5 near Health Sciences facing Lex-Springmill

Due to space limitation and demand, it may not be possible to run all messages, to run messages on boards requested, or to run messages for the full duration of the request. We will do our best to accommodate all requests to the best of our ability. Also, please note that inclement weather, especially the presence of ice which tends to freeze the locks, could hamper our ability to post signs.
Event Evaluation

Consider using this evaluation (or a version of it) in your follow-up assessment to your event.

Name of Organization/Committee: __________________________________________________________

Name of Event: _________________________________________________________________________

Location: ___________________________ Date: __________________ Time: ______________________

Co-sponsor(s): _________________________________________________________________________

Admission Cost: ___________ Estimated Attendance: ___________ Actual Attendance ___________

Description of Program:

Goals of program:

Were these goals met? Explain

Resources used:
- Equipment
- Supplies
- People

Assessment

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of presenter/performer</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Cooperation of presenter/performer</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Audience Reaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Publicity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Room set-up (including AV requirements)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Volunteer assistance</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Room tear-down</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Overall planning process</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Overall evaluation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

What could have been done to improve the quality of this program?

Should this program be repeated? Why or why not?

List specific concerns?

Revised 09/14