

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 by completing an Event Registration Form.
- _____ Verify location availability (OSU: Tina at 419.755.4212 or lillo.9@osu.edu or NC State: Leah Watchel 419.755.4542 or roomreservations@ncstatecollege.edu).
- _____ Submit an Event Set-up Request.
- _____ Anticipate event expenses and set your budget (supplies, sound, stage, artist fee, etc.).
- _____ You are not permitted to sign contracts. If the event you are planning requires a contract, you must work with the Student Engagement Coordinator (419.755.4313) and this must happen *at least* six to eight weeks out from your event date.
- _____ Create an event evaluation form 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

- _____ Coordinator for 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
- _____ Complete forms to get event information on the following:
 - TV Screens
 - Ohio State Mansfield 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 Development Office)
- _____ Add event information to your Facebook page and other social media accounts

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
- _____ 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)