

Event Planning Checklist

GETTING STARTED

STEP 1: Read this sheet carefully as it will help you plan your event. The Offices of Student Life and Engagement and Student Organizations provide this as a guide to help you have a successful event.

STEP 2: Submit your event on Knight Life. You will receive notification that your event has been approved (or denied with explanations on changes that can be made so that it will be approved) within two business days.

1 or more months prior to the event (recommended):

- Ensure you are currently a [recognized student organization](#)
- Establish planning group and appoint chair
- Hold planning meeting and determine event goals
- Establish responsibilities of group members
- Set a date and time
- [Check location availabilities](#)
- Determine event concept, theme, etc.
- Establish a budget
- Outline logistics: equipment, food, parking, security, setups

1 month prior to event:

- Submit your request to register the event via [Knight Life](#)
- [Contact Clarkson Dining, set menu](#)
- Book performers/vendors
- Book hotel room for out-of-town speaker/vendor
- [Request equipment and A/V needs](#)
- [Establish a publicity game plan](#)
- Create a rain/inclement weather plan
- Determine any co-sponsorship
- Determine ticketing/registration
- Determine signage requirements (directional signs)
- Track expenses and update budget
- [Contact Campus Safety and Security for security assistance](#)
- Put on VIP calendars: University officials, other organizations, etc.

3 weeks prior to event:

- Send invitation/announcement
- [Advertise event](#)
- Schedule briefings with VIPs, performers, etc.
- Call all vendors to confirm
- Solicit volunteers
- [If alcohol is being served, request necessary approval](#)
- Walk through every step of the event

1 week prior to event:

- Create and distribute staff/volunteer assignments
- Confirm delivery and set-up times
- Walk through every step of the event

3 days prior to event:

- Give caterer final guarantee.
- Post directional signage
- Walk through every step of the event

1 day prior to event:

- Prepare an event bin: nametags, office supplies, schedule, guest list, giveaways, and signage
- Reconfirm: Venue, catering, vendors/performers, A/V
- Walk through every step of the event

Day of event:

- Check venue: temperature, cleanliness, furniture arrangement, signage, restrooms, A/V
- Confirm arrival of equipment, A/V
- Get a headcount or record attendance
- Check names of VIPs for introductions
- Get feedback

Day/week after event:

- [Complete written evaluation of event](#)
- Record attendance
- Send appropriate thank-yous
- Final budget review
- Update the checklist
- Determine how to extend event to those who could not attend; update website/social media with photos