

## Event Planning Timeline

### Event Planning Guidelines

- Follow timeline to ensure that events are strategically and effectively implemented
- Timeline provides minimum deadlines, they may not account for unexpected delays
- It is highly recommended to meet with your coordinator/director and begin planning as early as possible
- Failure to adhere to deadlines may cause postponement or cancellation of event
- If the event does not require a contract, supplies or promotion, the timeline will be shorter

### 7 weeks prior to event

Talk with group about potential event ideas  
Review recap report from prior event (if available)  
What is the goal? Purpose? Learning outcomes?  
Who is your target audience?  
What do the logistics of your event look like?  
Budget  
Date, Time, Location (pre-approval)  
Connect with Faculty  
Present plan to Director or Coord. of Student Life  
Brainstorming

### 6 weeks prior to event

Vendors and Quotes (include shipping or delivery, no rush delivery permitted college funds)  
SGA Approval  
Contracts prepared by coordinator/director  
Address Liability concerns  
Room Requests - Activity and Maintenance/AV forms (No later than 4 weeks out from event date)  
Promotion Request (Approved activity form required)  
Submit Necessary Requests

### 4 weeks prior to event

Ambassador Requests  
Create event in Events App  
Purchase Order  
Attach Contract or invoice  
Assessment approval

### **12 business days prior to event**

Promote  
Post signage and distribute handouts  
Confirm web and social posts  
To faculty  
plus at prior events  
Recruit volunteers and clubs  
Order/request materials (4 weeks preferred)  
Review and communicate event staff roles  
Whats next ?

### **Within 5 business days prior to event**

Confirm vendors, supplies and equipment  
Faculty reminders  
Prepare assessment tools  
Stage supplies and equipment (2 days prior to event)

### **Day of event**

Arrive 2 hours prior to event  
Setup  
Welcome guests and vendors  
Scan ID's with Check I'm Here  
Survey/assessment  
Capture Photo/Video  
Twitter/Instagram posts  
Thank guests  
Breakdown  
File incident reports  
Submit receivers

### **Post Event Action**

Submit final budget  
Submit photos to coordinator/director  
Send 'thank you' notes (within two weeks)  
Clean event area and supplies  
Inventory remaining supplies  
Properly store supplies and equipment  
Provide recap report for:  
Future planning  
Department reports (i.e. RBI, SDW, CSD)