

# EVENT PLAN

|   |   |
|---|---|
| <b>What is the activity/event?</b>  |   |
| <b>Who will attend/participate?</b>   | <b>How many people will attend?</b>   |
| <b>What are your goals?</b><br>1.<br><br>2.<br><br>3.<br><br><i>If this event is a fundraiser, discuss with the Office of Student Activities and Engagement.</i>  |   |
| <b>What is the venue?</b><br>★ If the venue is outside on campus, complete the Outdoor Program Request<br><br><input type="checkbox"/> Is the venue available on the day/time you want?<br><input type="checkbox"/> What will the venue cost?<br><input type="checkbox"/> Is this venue a good fit for your type of event?<br><input type="checkbox"/> Does the venue have the equipment, space, and set up you need?   |   |
| <b>How many volunteers and/or staff do you need?</b><br><br><input type="checkbox"/> How will you recruit volunteers?<br><input type="checkbox"/> What specific tasks and deadlines do you have for volunteers?<br><input type="checkbox"/> Who will supervise and keep people accountable?<br><input type="checkbox"/> Do you need professional support like security, medical personnel, catering, ID checkers, bar tenders, janitors, transportation, A/V or production, etc.? |   |
| <b>Will you have food?</b><br><br><input type="checkbox"/> Is your event open to the public?<br><input type="checkbox"/> Will there be more than 40 people?<br><i>Contact University Food Service (Catering)</i>  | <b>Will you have alcohol?</b><br>★ Complete the alcohol request form<br><br><input type="checkbox"/> Did you talk to your advisor?<br><input type="checkbox"/> Do you have security?<br><i>Contact university Food Service (Catering)</i> |

## EVENT BUDGET

|   |  |
|---|--|
| <p>How much money do you have for this event?</p> | <p>Do you have any partnerships or donations that will support this event?</p> |
|---|--|

|                         | Budget | Actual Cost |
|-------------------------|--------|-------------|
| Venue                   |        |             |
| Entertainment/Performer |        |             |
| Professional Staff      |        |             |
| Food and Beverages      |        |             |
| Decorations             |        |             |
| Supplies and Materials  |        |             |
| Marketing               |        |             |
| Other Expenses          |        |             |
|                         |        |             |
|                         |        |             |
| <b>TOTAL</b>            |        |             |

### Answer These Essential Questions:

- Have you talked to your advisor?** Talk to your advisor and professional event managers early. Share your plans and ask what else you need to consider.
  
- Do you have enough time to plan this event?** Planning ahead is key to event success. Last minute plans are likely to be full of mistakes, risk, and stress. *Minimum of one month of planning is suggested, more for large events.*
  
- Do you have a marketing strategy?** Decide how you will advertise and promote your event.
  
- What are the risks in your event?** Discuss and prepare for what could go wrong. Will you need medical personnel, security, ID checkers, janitors, etc.?
  
- Have you completed all the paperwork?** This includes contracts, forms, permissions, etc. Check with the Office of Activities and Engagement to be certain that you have all the approvals you need.
  
- Do you have the equipment and supplies that you need?** Consider sound and video equipment, port-a-potties, extension cords, cash boxes, etc.
  
- Are there any special considerations** or accommodations needed for your audience or performers? Every event is unique. What is different about your event or participants that might matter?

*Call the Office of Activities and Engagement if you have questions or need support.*