

**EVENT CHECKLIST**

**6-8 Weeks Prior**

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| **Task** | **Comments** | **Completed** |
| Determine goals and purpose of event | * Who is your target audience for the event? * What are your key messages? * What do you hope to accomplish? * How will you gauge effectiveness? * How does this event complement the college & university’s Strategic Plan? |  |
| Select date and time | * Ensure hosts, VIPs, and/or speakers are available for specified dates - Department/center responsibility\* * Consult college/campus event calendars * Consult speaker schedules/availability |  |
| Set budget | * Work with business manager to finalize budgets * Use our budget template |  |
| Select and reserve venue | Remember to review:   * A/V capabilities * Parking availability/restrictions, request through TTU parking if needed in advance * Other events occurring near space – will they conflict? * Accessibility – how will persons with disabilities enter the venue? * Send vendors location map * Included equipment with room rental * Security issues * Rain back up plan |  |
| Determine guest list | * Consider your target audience and key messages * When possible, research similar past event lists * Request alumni lists through External Relations team * Research guest travel arrangements and hotel options if needed |  |
| Research potential vendors | * All vendors MUST be or become an approved TTU vendor: [See the set up process for new vendors](https://www.depts.ttu.edu/procurement/resources/training-and-work-aids/documents/purchasing/Texas_Tech_University_New_Vendor_Setup_Process.pdf) * Review Texas Tech policies regarding contracts and procurement |  |
| Meet with Assistant Director of Events for consultation | * Submit event support request form 1st using [this form](https://form.asana.com/?k=hlG6hFSQKTXjUzdZy90yPg&d=835745504555507) * Review event details, needs, suggestions * Share all event marketing material requests, needs, and sending dates * Discuss potential communications plan * Discuss and development/donor or recruitment opportunities |  |
| Determine staffing needs for event check-in, set up, & tear down | * Send out calendar invites for shifts needed * Provide a volunteer job description/job duties doc |  |
| Consult with Development Office | * Review any legal questions for event * Request Anthology website from central, if needed |  |

**4-6 Weeks Prior**

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| **Task** | **Comments** | **Completed** |
| Develop a communications plan | * What is your event’s main message? * What media reaches your target audience? * Determine what channels to advertise and when is the best time to send messages. * Consult with the college’s Office of Marketing & External Relations for advice and inspiration. |  |
| Select & book caterer (Department/center responsibility) | * Do any of your guests have dietary restrictions? * Remember vegetarian options * Will you need linens from the caterer or other rental company? * Remember water for the speakers and/or bottled for guests, if applicable * Check with business manager of funding source/payment method needed and process |  |
| Update any website material | * Include common guest questions such as parking, dress code, and program schedule * Directions to event location |  |
| Add event to college events calendar and discuss other internal promotion opportunities | * Consider Tech Announce, Internal Insights, etc. * CHHS Events outlook calendar (internal only) |  |
| Contact Parking & Transportation | * Review the request form on TTU’s [event parking requests](https://www.depts.ttu.edu/parking/Events/SubmitEvent.php) web page |  |
| Schedule photographer or videographer if needed | * Request through [this form](https://form.asana.com/?k=TwPDhcBLpp0m7pomh3Q5iw&d=835745504555507) |  |
| Select vendor for printed materials | * Common vendors: Slate Group, TTUHSC Printing Center, Advanced Graphix * Note: It is the department’s responsibility to place the order for all printed materials unless specifically requested through the Office of Marketing & External Relations. |  |
| Order any giveaways or speaker gifts |  |  |
| Supply all needed program, agenda, etc. information to designer for event materials | * Request and receive speakers’/VIPs’ bios and high-resolution photos if needed * Agenda schedule details * Program information |  |
| Order/send save-the-date cards or emails | * Ensure they are properly branded with the [current TTU branding guidelines](https://www.ttu.edu/brand/visual-identity/index.php) |  |

**3-4 Weeks Prior**

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| **Task** | **Comments** | **Completed** |
| Secure A/V needs for event | * Lighting & sound * Supplemental video needs * Powerpoint or slide show needs, if any * Coordinate additional mics in the audience for any Q&A needs * Ensure you have on-site A/V tech for event * Provide speakers with show flow document in advance |  |
| Request news release | * Consult with Office of Marketing & External Relations |  |
| Order plants/flowers | * Remember rental plants for staging and all floral needs |  |
| Edit all printed programs/materials | * Send edits to designer * Have multiple people proofread * Note: It is the department’s responsibility to place the order for all printed materials unless specifically requested through the Office of Marketing & External Relations. |  |
| Schedule supplemental staffing | * Ushers, crowd management, etc. |  |
| Send preliminary volunteer requests | * Student Ambassadors are great resources |  |
| Request participation of additional speakers | * Emcees, presenters, etc. * Always have someone introduce the President or other VIP |  |
| Order additional décor materials | * Flowers * Balloons * Pipe and Drape |  |
| Reserve additional set-up materials | * Rental chairs * Stage * Podiums * Tables * Easels * Coat rack * Heat lamps |  |

**1-2 Weeks Prior**

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| **Task** | **Comments** | **Completed** |
| Review printed materials with your designer | * Note: It is the department’s responsibility to place the order for all printed materials unless specifically requested through the Office of Marketing & External Relations. |  |
| Distribute flyers/emails advertising event |  |  |
| Finalize menu with caterer – send final head count |  |  |
| Finalize transportation logistics for VIPs and out-of-town guests |  |  |
| Release press announcements |  |  |
| Hold walk-through with major stakeholders/committee members to ensure all needs are met |  |  |

**1 Week Prior**

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| **Task** | **Comments** | **Completed** |
| Confirm staff/volunteers for each aspect of the event |  |  |
| Make parking and directional signs that can be created in-house | * Templates available through the Office of Marketing & External Relations |  |
| Finalize script for yourself or for VIPs/presenters | * Request scripts from all participants with a talking role to add into show flow document and ensure that speakers are within time restraints |  |
| Host volunteer training | * Email event roles in advance |  |

**5-7 Days Prior**

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| **Task** | **Comments** | **Completed** |
| Confirm participation with all VIPs/presenters. Send them updated event details, run of show, and talking points. |  |  |
| Create seating plans and room diagrams for assistance with set-up and day-of-event questions | * Ensure you follow correct protocol for head table seating * Create place cards for seated, if needed * Ensure you have back-up seating options available for changes within head table seating arrangements |  |
| Hold pre-event meeting with all significant stakeholders (vendors, managers of venue, key committee members and volunteers, etc.) |  |  |
| Do one last walk-through of venue |  |  |
| Ensure all printed materials/collaterals are assembled and correct |  |  |
| Make nametags/lanyards for attendees and extra plain ones for surprise guests | * If disposable, suggest Avery 8395 * Preferred template – Arial Bold, all caps |  |
| Stock “Event Day Survival Kit” full of needed items: pens, sharpies, tape, scissors, etc. |  |  |
| Confirm set-up/breakdown with all vendors |  |  |
| Send final information to participants, including directions, maps, last-minute details, etc. |  |  |
| Send completed Show Flow to speakers, VIPs, staff, volunteers, if not sent already |  |  |

**1-2 Days Prior**

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| **Task** | **Comments** | **Completed** |
| Create final to-do list to determine all tasks are complete |  |  |
| Ensure all appropriate contacts’ information is listed where you can easily retrieve it | * Recommend they are added to your phone for easy texting capabilities on event day |  |
| Reconfirm schedule with caterer |  |  |
| Set-up registration area, if possible, so you are prepared for the next day |  |  |
| Decorate/set up room early if you can |  |  |
| Display parking/directional signs |  |  |
| Gather all needed materials (name badge, notebook, etc.) |  |  |
| Deliver materials/equipment to venue site |  |  |

**Day of Event**

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| **Task** | **Comments** | **Completed** |
| Arrive early and do one last walk-through |  |  |
| Oversee vendor set-up |  |  |
| Remind all staff and volunteers of event duties | * Event contact info * FAQ answers for event * Check-in duties and times |  |
| Ensure all VIP materials are correctly labeled and in place | * Provide a program to VIPs so they know speaking or event order |  |
| Check all set-ups |  |  |
| Ensure waters and show flow docs are in podium |  |  |

**Up to a Week After Event**

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| **Task** | **Comments** | **Completed** |
| Send thank you notes |  |  |
| Handle invoices |  |  |
| Hold post-event meeting with key players |  |  |