Office of Student Activities

Event Planning Timeline for Events

Here are suggestions for timing a work schedule. Throughout the time leading up to the event, continually evaluate whether things are getting done, so that trouble can be spotted and handled before it becomes serious. Be ready to readjust the plan as needed to accommodate the unexpected. The Office of Student Activities will be glad to review the timeline with any student organization.

Minimum number of days in advance and the task

8 weeks: Brainstorm ideas with members of the student organization. Remember to include as many people in the brainstorming session as possible. Determine feasibility of events and present final decision to advisor.

7 weeks: Meet with Director of Student Activities to discuss an overall program plan, including research on performers, co-sponsorships and link to other college departments.

6 weeks: Select performer, check availability of venues and potential date for event, it is encouraged that a hold is put on the venue and date for the performers. It is advisable to contact Media Services to make sure they can support the technical needs of the performer; a copy of the tech rider should be requested.

5-4 weeks: Complete Event Reservation form. Once program is approved; confirm room, request contract, develop an advertising and marketing plan.

5-4 weeks: All contracts should be reviewed by the Student Organization advisor. The student organization should keep the original contract for their records and a copy of the contract should be attached to the Event Reservation form in the Office of Student Activities. If performer does not have a contract, the Office of Student Activities can provide a standard contract for Student Organization use.

5-4 weeks: Make appropriate contacts to determine availability of services such as technical needs, sound requirements, room set up, ticket sales (if applicable), and transportation (if applicable). Review contract rider to ensure all requirements are met i.e. hotel, travel and hospitality.

4 weeks: Order hospitality and/or food for event.

4-3 weeks: If tickets are being sold have all necessary waivers and/or tickets printed. Have tickets on sale at least 3 weeks prior to event. More sales time may be needed depending on the nature of the event.

3 weeks: Review budget. Make photocopies of all invoices, one for your records and one to be submitted for payment. Submit all requests for payment to ensure check will be ready for pickup.

2 weeks: Determine need for additional publicity/promotion and implement, if required.
2 weeks: Double check on all the above.

The Week Before The Event

Confirm facility reservations and set-up.

Confirm all arrangements for speakers/performers, including transportation, hospitality and hotel.

Confirm that all volunteers know what they should be doing.

Make a check-list of last-minute details that must be taken care of (supplies, decorations, refreshments, etc.).

One Day Before Event

Confirm all arrangements: set up, clean up, food service, last minute publicity, technical services, security, schedules, staff duties, payment for artist - Everything!

Contact everyone involved (including co-sponsoring clubs and departments, volunteers, the performer, the technical crew) and make sure they know when to be where. Confirm all arrangements with critical people once if not twice.

Day of the Event

Arrive at least 1 hour before event begins.

Make sure set-up is going on schedule.

Check equipment; make sure it works properly.

Obtain receipts for Limited Purchase Order.

Post Event

If you are responsible for clean up, make sure it is done.

Thank everyone involved. Write letters or notes to anyone who made a contribution to the event, including your advisor, donors and workers.

Complete post-event evaluation; communicate suggestions to future planners and sponsors.

Follow up to ensure all the bills are paid promptly.

If the event is canceled or rescheduled, the sponsor must notify all affected parties immediately. Failure to do so may result in incurred charges for facilities and/or services.