

BACKWARD EVENT PLANNING

Creating a Successful Event Timeline

Event Planning Checklist

The foundation for successful event execution

01

Event Details

Very important to set clear details regarding name, date, time, and location. Choose the right venue and a rain site.

02

Concrete Goals and Scope

Define specific and measurable goals. How do these goals align with the organization's mission?

03

Points of Contact

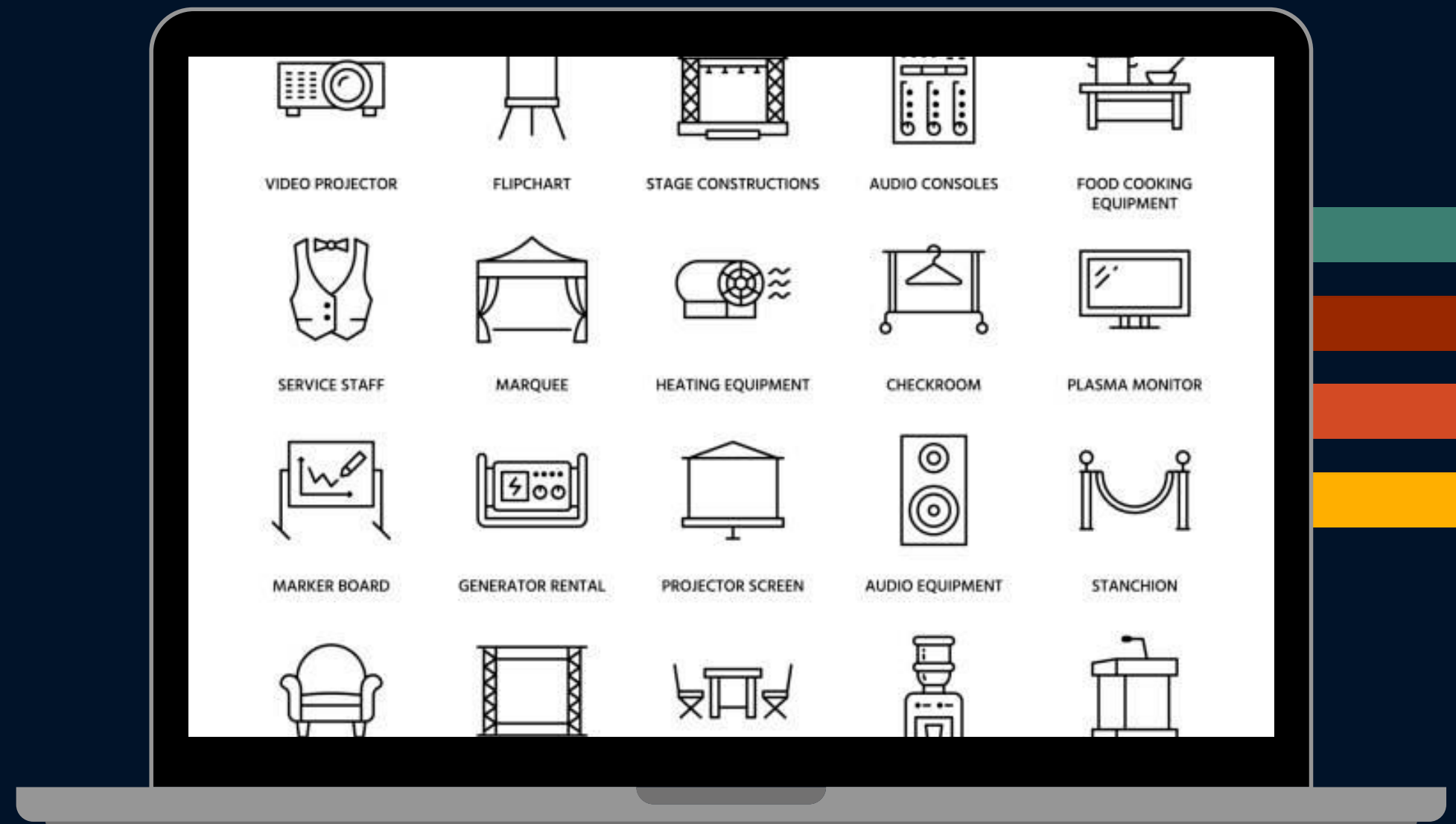
Define responsible team members to facilitate communication and coordination.



04 SUPPLIES AND EQUIPMENT

What can Doane Provide?
What do you need to buy?



Think about every aspect of the event and what supplies and equipment will be needed to execute your event successfully. Consider technology, tables and chairs, food, trash, lighting, and decorations.





05 BUDGETING

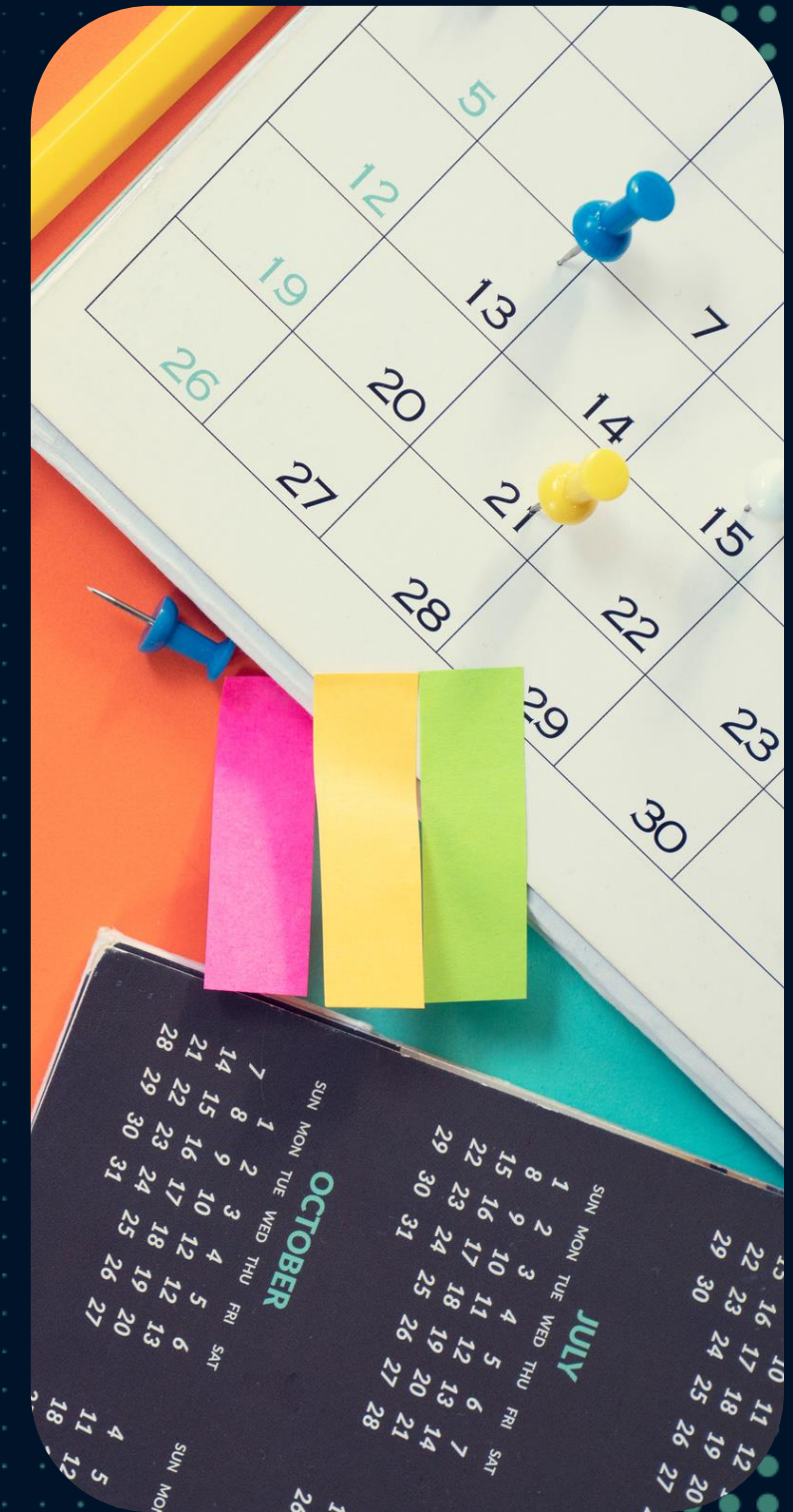
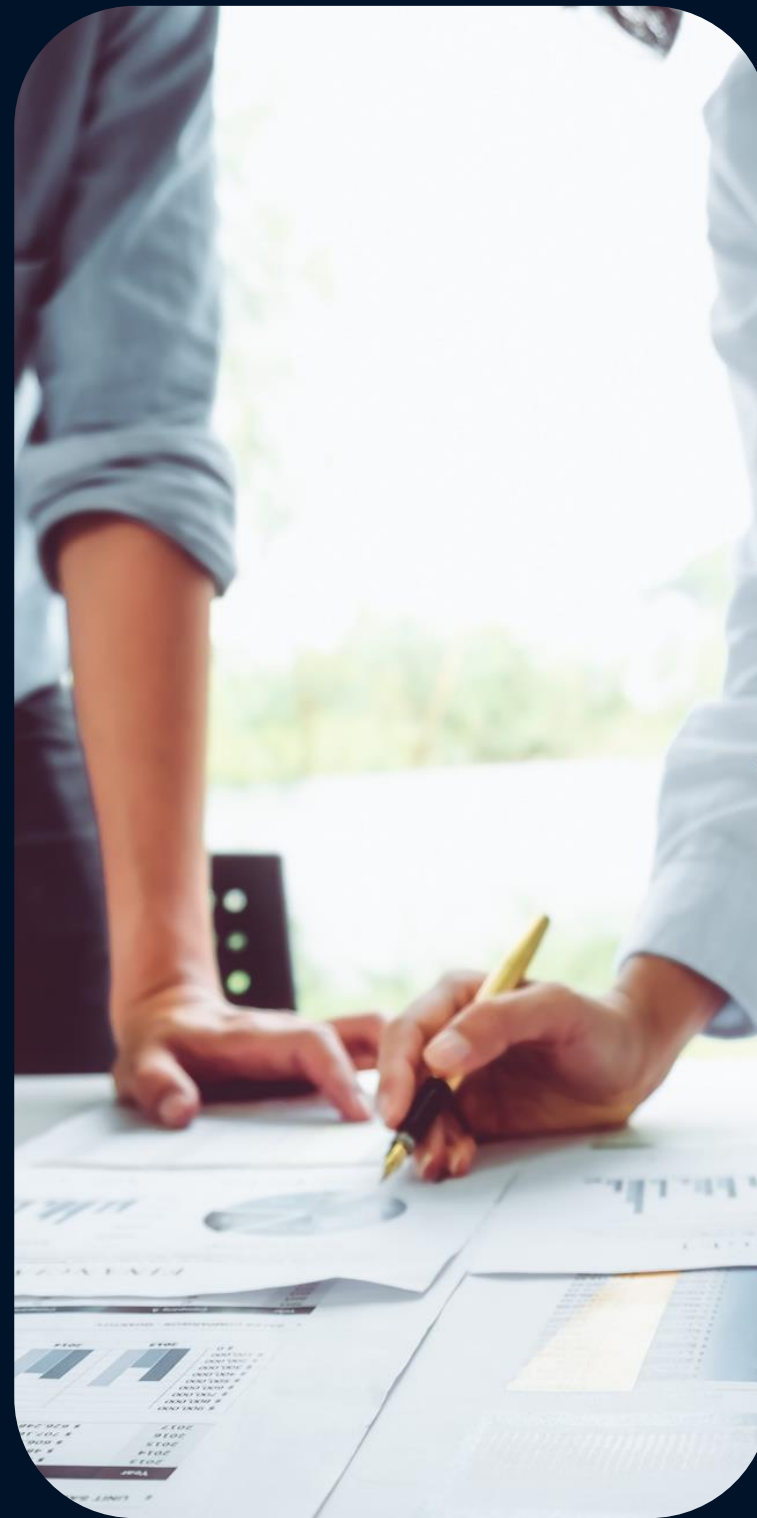
Get your money right. Create a comprehensive budget that covers all event expenses. Categorize expenses such as security, food, advertising, and entertainment.



06 Timeline and Delegation

Create a detailed timeline and delegate tasks among team members.

This step ensures that preparations are on track.

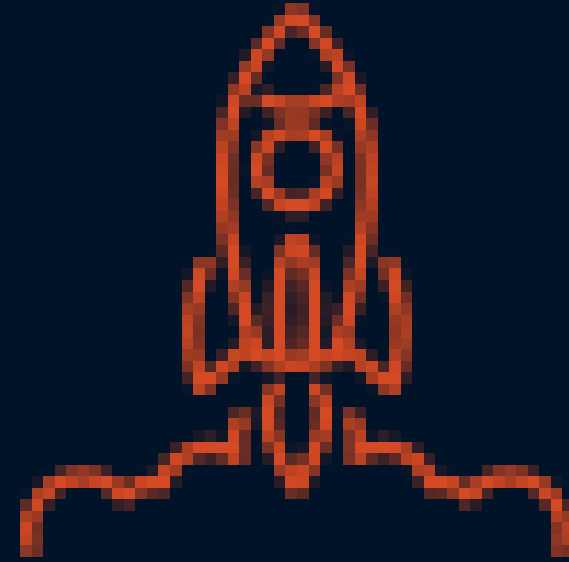




07 Advisor's Contribution

Your advisor is here to provide insight and feedback on the event planning process.

It is important that you keep strong communication with your advisor for collaboration and to make sure you are adhering to university guidelines.



08 RISK ASSESSMENT

Fill out the required documents and identify safety protocols.

What actions can you take to reduce and mitigate the risks?

How are you ensuring those actions to reduce and mitigate risks are being implemented?

Who is taking responsibility to ensure actions are being taken?

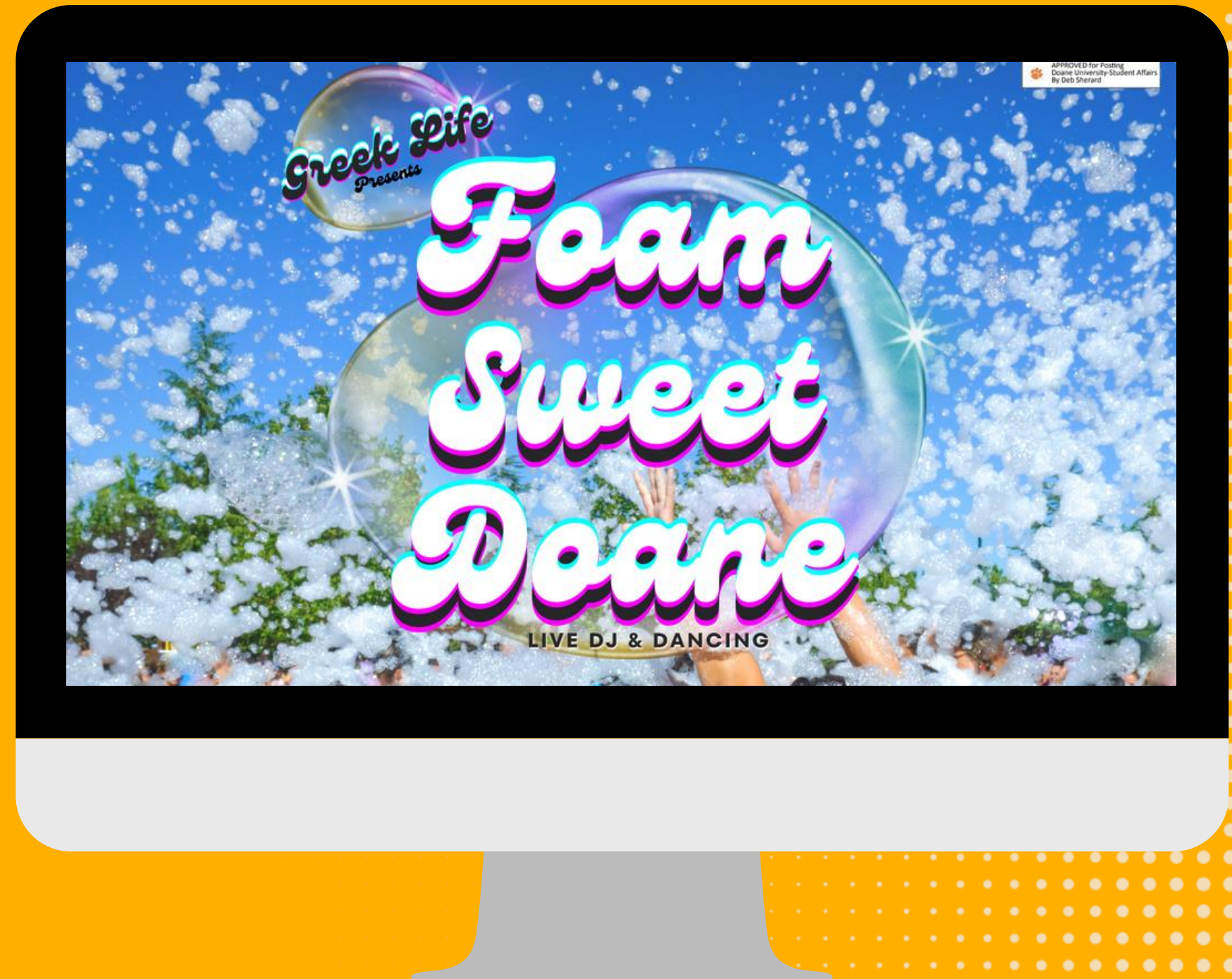
What is your plan if these people do not assume responsibility?

09 PROMOTIONAL MATERIALS

Creative Branding and Marketing

The look of your event is every important to capture attention. Make sure you spend time working on a strong visual identity.

Create numerous assets for your team such as posters and social media graphics that follow university guidelines. Communicate with the Office of Campus Engagement to ensure you are adhering to University Guidelines for copywrite and poster placement.





10 Vendor Coordination

Use professional communication methods (email/phone) to communicate timelines and requirements.

Obtain contracts and insurance to share them with advisors and the Office of Campus Engagement to ensure compliance.

The background is a vibrant yellow. On the left, there is a pattern of small white dots. On the right, there are several vertical stripes in teal, brown, orange, and dark blue. In the center, there is a large, light beige rounded rectangle containing the title text.

Timeline Overview

Three Months Prior

- **Meet with officers and advisor to:**
 - Discuss goals of the event and how it relates to the mission of the organization.
 - Create an event budget that covers all expenses for the event, including but not limited to: Doane security, facilities and services, parking, food, advertising, entertainment, stage/lighting/sound, etc.
- **Time, location, and rain site reserved**
 - www.doane.edu/student-event-form.
 - Carefully consider if the facility/venue fits all of your needs.
- **Determine performing acts or speakers. Confirm!!**
 - If you're bringing a vendor on campus to supply novelty entertainment (climbing walls, mechanical bulls, inflatable equipment, etc.) then the contract vendor needs to supply an on-site certificate of insurance.
- **Create a detailed timeline and delegate tasks.**
- **Review the rules and guidelines outlined by the university (i.e. alcohol policies, new member events, travel, contracts, etc.).**



SIX WEEKS PRIOR

Communication

- Contact performers or speakers about promotional materials.
- Check in on the progress of delegated tasks.
- Create a Risk Assessment for the event.



Marketing

- Create flyers and advertising materials.
- Confirm proper usage of Doane University logos and trademarks.
- Submit flyers and advertising materials to the Division of Student Affairs for approval prior to printing and posting: studentaffairs@doane.edu

THREE WEEKS PRIOR

Money

- Identify what financial documents are needed for day of event.
 - Save all receipts for reimbursement from Student Congress if your organization receives allocations.
 - Request a check for performers/speakers from the Business Office, according to the contract with the vendor.

Touch Base

- Send confirmation email to performers/speakers
 - Include parking passes, maps, itinerary, and contact information for on-site personnel from your organization.
 - Also confirm what was agreed upon regarding speaking point, performance expectations, and arrival time.
- Specify the roles of your members for the day of the event so everyone know what they'll be doing.

Food

- Submit an order for any food necessary. You will need to consider Fresh Ideas, Doane's hospitality provider.
 - You must request Food Service on the event registration form!! All menu arrangements must be made at least 5 business days in advance of the event, but the earlier you get that finalized, the better!
 - Contact Jaime Perez, the Fresh Ideas Catering Manager at jperez@freshideasfood.com.



One Week Prior

- Finalize the day-of schedule and member staffing/placement for the event
- Include details about set up, break down, and clean up of the event!
- Confirm all reservations with the Director of Event Services.
- Plan a script.
- Determine transportation needed for the performer/guest.
- If your event includes any kind of physical activity prepare a waiver form for them to complete to participate.
- Establish a deadline for the rain plan/call.



Day Of Event

- Follow the day-of schedule previously established.
- Allow time for setup and break down!
- Ensure payment of performer or guest by picking up checks from the Business Office.
- Communicate with everyone staffing the event.
- Ensure there is someone to escort performers or guests to the location if necessary.
- Mitigate potential or occurring risks.
- Keep up with trash as it accumulates and ensure the cleanliness of facility after the event.

Following the Event

1

Thank you letters

2

Pay all bills

3

Transition notes for future leaders

4

Document any issues and save waivers


5

Record attendance and send surveys


LET'S WORK TOGETHER

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