**\*The following is a BASIC checklist for event preparation when planning an event on campus. It is not all inclusive and should be used as a guide. Please contact the Student Services Office for more help or if you have any questions.**

*Name of the event:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Budget:*

*Date:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Time:* \_       \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_           \_\_

*Location and Rain Site:*

**Five or More Weeks Before Event- Goal Setting**

* Define specific goals of program  (cultural, educational, social, community service)
* Brainstorm program ideas, keeping in mind target audiences
* Be realistic: Do you have enough “advance time” to make this event a success?

**Four or More Weeks Before Event- Program Development**

* Determine the needs/interests the program will serve
* Determine how this program meets organization’s goals/mission
* Determine budget for program including any outsource of funds or donations
* Determine the division of responsibilities within your group and with other groups when appropriate.

**Four Weeks Before the Event- Event/Program Registration**

* Submit the Student Organization Program Approval Form to the Student Services Office (this may be done as soon as possible)
* Reserve the space for your program through your Outlook calendar (instructions attached)
* Once you have reserved a space, notify facilities of your room set-up needs as soon as possible
* Identify any technical needs you may have (i.e. speaker, microphones, projector, etc.) and submit the request through this link at least one week in advance

<http://intranet.kwc.edu/help-desk/>

* Begin working on an advertising/marketing plan for your event \*note: NO advertising can take place until the Student Organization Program Approval Form has been completed and approved.

**Three to Two Weeks Before Event- Catering, Planning meetings**

* Make sure to notify security officers if they are needed for your event
* Determine if you will need Sodexo catering services for your event or if you will have food donated

**One to Two Weeks Before Event- Supplies**

* Coordinate any hospitality needed for performers or speakers, if needed
* Make sure you have identified any technical needs you may have (i.e. speaker, microphones, projector, etc.) and submit the request through this link at least one week in advance <http://intranet.kwc.edu/help-desk/>
* Make sure you have notified facilities of any room set-up needs at least one week prior to your event

**One Week Before Event**

* Increase advertising on campus- suggestions include social media and email blasts, flyers, tables in the rotunda, etc.
* Purchase any decorations needed
* Make sure finances are in order so that any remaining payments that need to be made or paid day of event are taken care of.
* Create a schedule for members with assignments for each person (i.e. set-up, tear down, event management, etc.)

**Day Before Event**

* Pick up any final materials/food
* Confirm all materials/equipment being delivered for event including food
* Confirm travel of performers/speakers, if necessary

**Day Of Event**

* Arrive on time for set up/decoration
* Walk through event space to make sure it is set up as needed, materials/equipment/food were delivered, etc.
* Final push for advertising to get people at your event

**After Event**

* Make sure all equipment is picked up and secure and trash is cleaned up. Space should be left as it was found.
* Pay any outstanding balances.
* Take down all advertising/fliers around campus
* Send thank you notes to speaker/performers, volunteers, and other special people (including any outside funding sources, advisors, etc.)
* Finalize budget expenditures and cross-check to make sure event came out on budget and is reported to necessary party (treasurer, advisors, etc.).

**How to Reserve a Space on Campus:**

* Log in to your Kentucky Wesleyan issued email account
* Choose the “Calendar” option
* In the top left corner choose “New Meeting”
* On the right hand side of the appointment window choose “Rooms”
* Find the location that you are wanting to reserve and click on it
* In the subject line please put “your organization name – event name”
* Make sure the date and start/end time are correct and then click “send”
* This will tentatively reserve your room and you will get an email notification when it has been approved for you to have the room. If you have any trouble with this process contact Jan Goldman in the Student Services Office. Her email is [jgoldman@kwc.edu](mailto:jgoldman@kwc.edu) and her office number is 270-852-3285.