



EVENT PLANNING GUIDE

GENERAL EVENT INFORMATION

EVENT NAME	OBJECTIVE/PURPOSE
DATE/TIME/LOCATION	INTENDED AUDIENCE
RESPONSIBLE DEPT/PARTY	BUDGET ALLOCATION (& OFFICER/MEMBER MANAGING PAPERWORK)
OTHER NOTES	

RISK MANAGEMENT

IDENTIFIED RISKS & DESCRIPTIONS	MITIGATION PLAN	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>PHYSICAL</i>			
<i>REPUTATIONAL</i>			
<i>EMOTIONAL</i>			
<i>FINANCIAL</i>			
<i>FACILITIES</i>			

REVIEW SHSU'S STUDENT GUIDELINES FOR ADDITIONAL RISK MANAGEMENT NEEDS. INCLUDE ADDITIONAL NOTES BELOW

AUDIENCE BUILDING

INVITATIONS	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>FORMAT</i>			
<i>QUANTITY</i>			
<i>POSTAGE</i>			
PRINT MARKETING	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>FLYERS/POSTERS/TABLE TENTS</i>			
<i>BANNERS</i>			
<i>DISPLAY LOCATIONS</i>			
SOCIAL MEDIA	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>FACEBOOK</i>			
<i>TWITTER</i>			
<i>WEBSITE/OTHER</i>			
PRESS KITS/RELEASES	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>NEWSPAPERS (Calendar, Features, etc.)</i>			
<i>RADIO/TV</i>			

STAFFING

CONTRACTED	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>SECURITY</i>			
<i>EMERGENCY</i>			
<i>PHOTO/VIDEO</i>			
<i>OTHER</i>			
VOLUNTEERS	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>RECRUITING</i>			
<i>SCHEDULING</i>			
<i>HOSPITALITY</i>			
<i>SHIRTS</i>			



LOGISTICS

SPEAKER/PRESENTER	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>CONTRACT</i>			
<i>TRAVEL/HOTEL</i>			
<i>HOST/RUNNER</i>			
FOOD	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>CATERING</i>			
<i>HOSPITALITY</i>			
<i>WATER/OTHER</i>			
LOCATION SET UP	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>ROOMS</i>			
<i>EXHIBITS/TENTS</i>			
<i>RENTALS</i>			
SUPPORT MATERIALS	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>PROGRAMS/BROCHURES</i>			
<i>REGISTRATION/INFO AREA</i>			
<i>DIRECTIONAL SIGNS</i>			
OTHER	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
<i>AUDIO/VISUAL</i>			
<i>CLEANING/MAINTENANCE</i>			
<i>DECORATIONS/FLOWERS/ETC.</i>			
<i>ENTERTAINMENT</i>			
<i>EVALUATION/ASSESSMENT</i>			
<i>NAMETAGS/LANYARDS</i>			
<i>PARKING</i>			
<i>PREMIUMS/AWARDS/SPEAKER GIFTS</i>			
<i>PROGRAM AGENDA/SCRIPTING</i>			



ADDITIONAL/OTHER

	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE
	BUDGET ALLOCATION	PERSON ASSIGNED TO/PH#	COMPLETION DEADLINE

GENERAL NOTES

REGARDING ABOVE SECTIONS

BACKWARDS PLAN

TASKS TO COMPLETE ONE YEAR IN ADVANCE
TASKS TO COMPLETE SIX MONTHS IN ADVANCE



TASKS TO COMPLETE FOUR MONTHS IN ADVANCE

TASKS TO COMPLETE THREE MONTHS IN ADVANCE

TASKS TO COMPLETE TWO MONTHS IN ADVANCE

TASKS TO COMPLETE ONE MONTH IN ADVANCE



TASKS TO COMPLETE TWO WEEKS IN ADVANCE

TASKS TO COMPLETE WEEK OF EVENT

TASKS TO COMPLETE DAY OF EVENT

TASKS TO COMPLETE DAY AFTER EVENT



EVENT NOTES

WHAT WENT RIGHT?
WHAT WENT WRONG?
SUGGESTIONS FOR NEXT EVENT

EVENT PLANNER INFO

NAME	PHONE
EMAIL	

IMPORTANT CONTACTS

NAME	COMPANY	PHONE	EMAIL



IMPORTANT CONTACTS – CONTINUED

NAME	COMPANY	PHONE	EMAIL

GENERAL NOTES