

## EVENT PLANNING CHECKLIST

<b>I. THE BASICS</b>	
<b>Your team</b>	
Make name, phone #, email lists of all your contacts	
Decide who will be the contact person for each area	
Enlist the Member Services Committee	
<b>Create a planning calendar</b>	
Work back from your event date, including all the steps below...	
Allow enough time to book your location, hire speakers, create materials, get publicity...	
<b>Describe the event</b> (in general terms)	
Choose a title and describe the program	
<b>Who is the event sponsor</b>	
Is this an LIR committee-sponsored event?	
If not, do you need approval from the Council?	
<b>Your budget</b>	
What is your budget?	
Do you need /have budget approval?	
Will you raise need to funds?	
<b>Contact the Office &amp; make sure you are on the office calendar</b>	
Start with an Event Planning Form- email the office	
Notify the office in advance of your needs: newsletter articles, website page, emails	
<b>Communications</b>	
Enlist the Publicity Committee in planning promotion	
List all the ways you want to publicize your event & who to contact	
<b>Contracts &amp; payments</b>	
All contracts must be submitted to, approved by and signed by the office manager	
Payments in advance must be requested by the office manager, and are paid by Five College, Inc. by check to the vendor only	
Reimbursement requests must be timely and accompanied by a receipt	
Ticket sales are paid to Five College, Inc, both online and by check.	

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<b>II.</b>	<b>THE SPECIFICS</b>	
	<b>Event Title</b> (for calendar and publicity) Determine the <b>exact wording</b> to be used in all communications	
	<b>Where will the event be held?</b> What kind of facility will you need? Public? Private? What kind of room audience seating? More than one room?	
	<b>When: date(s) and time (s)</b> Event Date: _____ Alternate date (same time?) _____ Event Time (from/to) – does this include set up & cleanup?	
	<b>Who will attend?</b> Will it be open to the public, or only to LIR members? Open to a specific group?	
	<b>Registration or tickets?</b> Will preregistration be required? When will registration open/ close? Will you use online registration? Mail-in registrations? Will you sell tickets? Online? At the Door? Will you accept checks/credit cards/cash?	
	<b>Invitations &amp; Publicity</b> When will you announce the event? How will it be announced? Newsletter? email? How will you invite people? Emailed invitations? Designed, printed & mailed invitations? How will you promote the event? Printed brochure? Website? Social media? Newspaper? Poster distribution to LIR venues, other locations?	
	<b>What kind of physical set up will you need?</b> Who will supervise the set up, work with the facility contacts? How will attendees be seated? Will you have a seating plan? Tables, chairs, tablecloths, settings, etc? Will you have displays? Table décor? Podium, stage, table & chairs for panel? A/V integration, microphone, hearing assist? Will you have a rental contract? Will you need liability insurance? Cancellation policy?	
	<b>Materials</b> Blank or pre-printed name tags? Program, agenda, ballot, survey, comment sheet? Will you have displays? posters? How will they be setup? Who will design, print and deliver your materials?	
	<b>Food and/or Drink</b> Who will provide the food – caterer or member volunteers? What kind of food – snacks, dessert, breakfast/lunch/dinner? Will alcohol be served? By whom? Will a liquor license be required?	
	<b>Parking/access/ transportation</b> Will transportation be provided? By whom? Will reservations/tickets be required? Is parking available? How many spaces? Is there handicapped parking/ access to venue? Will you need directional signage? Inside/outside?	

