

# Event Planning Timeline & Checklist

Task	Completed
<b>6 to 12 Months Prior to your Event</b>	
<p><b>Determine event purpose</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Before going any further, you should be able to explain WHY you're having this event and what you hope to accomplish through the event.</li> </ul>	
<p><b>Point Person Assigned</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Select a point person to manage event details on behalf of your department.</li> </ul>	
<p><b>Budget Availability</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Determine your total budget available for the event.</li> </ul>	
<p><b>Event Date</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Investigate available dates that work for the college and for your department/attendees by contacting the Event &amp; Conference Planning Department.</li> </ul> <p>NOTES:</p> <p>1. PLEASE do not select and/or advertise a date for your event until you have confirmed with Event &amp; Conference Planning that the date is available and that you have space reserved.</p> <p>2. Please remember to consider the Weekend College schedule when considering possible dates for your event, especially if you anticipate guests coming from off-campus. Parking is at a premium on WEC weekends, and we have little availability for additional guests to park. Please be mindful of this when selecting possible dates.</p>	
<p><b>Submit the Event Request Form</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Submit an Event Request Form to Event &amp; Conference Planning to request your desired date.</li> </ul> <p style="text-align: center;"><i>LINK TO FORM HERE.</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Get a planner assigned by calling 612.330.1107 with your event details.</li> </ul>	
<p><b>Meet with your Assigned Planner</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Set up a meeting with your assigned planner, who will work with you throughout the entire process.</li> </ul>	
<p><b>Finalize Space Reservation</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirm date availability and get reservation confirmation.</li> </ul> <p>NOTE: We suggest filing the confirmation you receive for your reservation in an event file for future reference.</p>	

<p><b>Determine Committee Involvement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> If additional committee members will be needed--- set up a full committee meeting.</li> </ul>	
<p><b>Begin Marketing Process</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Working with your assigned planner, submit a Marketing Creative Brief</li> </ul> <p><u>Marketing Creative Brief:</u> The creative brief will outline the marketing pieces that you anticipate needing for your event and prepare them to be able to meet with you regarding your event.</p>	
<p><b>Meet with Event Planner and Marketing Team to develop your event theme.</b></p>	
<p><b>Determine any honorees that you will be honoring at your event.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Get biographical information for all honorees</li> </ul>	
<p><b>Determine any VIP's that will you will be inviting to your event.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Get biographical information on all that will be part of the program.</li> <li><input type="checkbox"/> If President (or Abigail) Pribbenow, or any other members of Cabinet are being invited, confirm their availability with their assistant.</li> <li><input type="checkbox"/> Notify Marketing &amp; Communications and your event planner of any VIP's that will be in attendance.</li> </ul>	
<p><b>Determine Photography Needs</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Working with your planner, submit a Photographer Request form (if needed)</li> </ul> <p><u>Photographer Request:</u> If you wish to have your event photographed, you will need to submit a form to request a photographer. We cannot guarantee availability of the campus photographer, but are usually able to supply an alternative if requested.</p>	
<p><b><u>Determine Parking Needs</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Working with your planner, submit a request for Parking.</li> </ul> <p><u>Parking Request:</u> Parking on-campus is at a premium during the school year and especially on WEC weekends. Your planner can help you determine the best possible options by working with DPS.</p> <p>For specific information about parking on campus, please contact The Parking office at 612.330.1711.</p> <p><b><u>NOTE:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> ALL parking for off-campus guests during the school year must be arranged through DPS. Please do not offer parking on campus without first getting approval from the Parking office.</li> </ul>	

<b>3 to 6 Months Prior to your Event</b>	
<p><b><u>Finalize Details with Marketing Staff:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Prepare final copy for invites, return cards, programs and any other printed pieces.</li> <li><input type="checkbox"/> Develop mailing lists for all mailings and provide to marketing.</li> <li><input type="checkbox"/> Determine if a press release is appropriate for your event.</li> <li><input type="checkbox"/> Order any awards or trophies that will be required for your event.</li> </ul>	
<p><b><u>Meet with Event Planning Staff:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Discuss entertainment needs for the event and develop list of ideas.</li> <li><input type="checkbox"/> Discuss menu and develop ideas.</li> <li><input type="checkbox"/> Secure any necessary permits and insurance required for your event.</li> <li><input type="checkbox"/> Order any rental products that will be needed.</li> <li><input type="checkbox"/> Coordinate any Audio-visual and set up needs for your event.</li> <li><input type="checkbox"/> Discuss any signage required for your event.</li> <li><input type="checkbox"/> Contract for any hotel needs that you have for VIP's or other event guests.</li> </ul>	
<b>2 Months Prior to your Event</b>	
<p><b><u>Send out Invitations</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Work with marketing to finalize invite and send through appropriate mail class.</li> </ul>	
<p><b><u>Finalize Décor and Menu with Events Staff:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize menu and give initial estimate to A'viands.</li> <li><input type="checkbox"/> Finalize all décor plans <ul style="list-style-type: none"> <li><input type="checkbox"/> Linen</li> <li><input type="checkbox"/> Centerpieces</li> <li><input type="checkbox"/> Perimeter Décor</li> </ul> </li> <li><input type="checkbox"/> Develop initial site plan.</li> <li><input type="checkbox"/> Determine final signage list for the event.</li> </ul>	
<p><b><u>Develop Event Schedule of Events with your Event Planner</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Time out program---be sure to allow adequate time for food service to fully serve your meal.</li> <li><input type="checkbox"/> Be realistic. It will take longer than you might expect to move people from point A to point B.</li> <li><input type="checkbox"/> Share the timeline with everyone involved.</li> </ul>	
<p><b><u>Hang Posters On Campus:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Be sure to refer to the posting policy (link) to see where you are allowed to post posters. Posters put in places not approved for hanging will be removed.</li> </ul>	
<b>1 Month Prior to your Event</b>	
<p><b><u>Staff/Volunteers:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirm staff for your registration table, welcoming people at doors and any other roles.</li> </ul>	

<p><b><u>Confirm Participation of VIP's and Guests:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirm attendance and understanding of what role they will play in the event.</li> <li><input type="checkbox"/> Get talking points to speakers, if necessary.</li> </ul>	
<p><b><u>Meet with your event planner:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize diagram for the event and begin assigning tables, if necessary.</li> <li><input type="checkbox"/> Finalize set up and AV needs with your event planner.</li> <li><input type="checkbox"/> Review the script and timeline for accuracy.</li> <li><input type="checkbox"/> Confirm DPS requirements for the event.</li> <li><input type="checkbox"/> Confirm menu details and adjust numbers, if necessary.</li> <li><input type="checkbox"/> Confirm hotel accommodations, if necessary.</li> <li><input type="checkbox"/> Confirm any transportation (flights, busses, car service)</li> </ul>	
<b>One Week Prior to Your Event</b>	
<p><b><u>FINALIZE Details with Events:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirm final attendance numbers and get final count to catering department. FINAL guarantees are due 72 hours prior to your event.</li> <li><input type="checkbox"/> Finalize seating diagrams, if applicable.</li> <li><input type="checkbox"/> Order any checks that will be needed onsite for musicians or other entertainers.</li> <li><input type="checkbox"/> Finalize orders with rental vendors and AV needs.</li> <li><input type="checkbox"/> Get final script and timeline to all involved parties.</li> <li><input type="checkbox"/> Order cash for cash box from Business office if you will be taking money.</li> </ul>	
<p><b><u>Volunteer/Staff Training</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Hold training session with any staff and/or volunteers to finalize assignments, answer questions and provide direction.</li> <li><input type="checkbox"/> Conduct walk-through of the space with all volunteers, staff and involved vendors.</li> </ul>	
<b>Day of Event</b>	
<p><b><u>Final Prep:</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Arrive early (at LEAST one (1) hour prior to event).</li> <li><input type="checkbox"/> Walk through event space and ensure all set up is complete and correct.</li> <li><input type="checkbox"/> Conduct sound checks, if necessary.</li> <li><input type="checkbox"/> Check registration area and ensure ready to open on time. <ul style="list-style-type: none"> <li><input type="checkbox"/> Make sure all nametags and cut apart or separated and alphabetized PRIOR to registration opening.</li> <li><input type="checkbox"/> Have adequate staff to work your registration table. We suggest one person per 100 guests.</li> </ul> </li> <li><input type="checkbox"/> Go over final details with catering company and events staff.</li> <li><input type="checkbox"/> Verify that all VIP's and speakers have arrived and know where they are to be and when.</li> <li><input type="checkbox"/> Start (and End) <b>ON TIME!</b></li> </ul>	
<b>Event Wrap-Up</b>	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Write thank you notes</li> <li><input type="checkbox"/> Submit all invoices for payment.</li> <li><input type="checkbox"/> Conduct a post-event de-brief/evaluation.</li> <li><input type="checkbox"/> Do a final budget wrap up with your event planner and request budget transfers.</li> </ul>	