

# Event Title: \_\_\_\_\_

Day and Date: \_\_\_\_\_

Location: \_\_\_\_\_

Time: \_\_\_\_\_

|  |  |
|--|--|
| <b>Committee Members</b>   |  |
| <b>Target audience – who</b><br><i>Who is this promotion targeted at?</i><br><i>What does the audience need to know?</i><br><i>How will ensure attendance?</i>   |  |
| <b>Message – what</b><br><i>What do you want to say to the target audience?</i><br><i>What do you want them to know/do?</i>  |  |
| <b>Objectives – why</b><br>Be clear about what you hope to achieve with this event.  |  |
| <b>Description of event – what</b>   |  |
| <b>Approval</b><br>Have you turned in a CSUDH Event Approval Form?   |  |
| <b>Evaluation criteria established</b><br><i>Did it come in on budget?</i><br><i>What were the intended/unintended outcomes?</i><br><i>How do we measure effectiveness?</i>  |  |
| <b>Initial Tasklist</b><br><input type="checkbox"/> Date/Times/Schedule<br><input type="checkbox"/> <b>Event Planner Form turned in and approved</b><br><input type="checkbox"/> Budget established<br><input type="checkbox"/> Committee assignments<br><input type="checkbox"/> Target audience determined (on campus and community)<br><input type="checkbox"/> Message determined<br><input type="checkbox"/> Objectives set (Attendee take-aways)<br><input type="checkbox"/> Risk assessment completed<br><input type="checkbox"/> Evaluation criteria established |  |

| Item   | Lead | Action | Deadline |
|--|------|--------|----------|
| <b>Budget</b><br>Needs itemization<br>Vendor list and MOUs   |      |        |          |
| <b>Schedule</b><br><input type="checkbox"/> Needs to be finalized  |      |        |          |
| <b>Invitations and Confirmations</b><br><input type="checkbox"/> Mailing list generated/updated<br><input type="checkbox"/> Invitation composed (preferably e-invite)<br><input type="checkbox"/> “Preferred attire” noted on invite<br><input type="checkbox"/> Invitation approved<br><input type="checkbox"/> RSVP link developed with automatic confirmation and maximum attendees established<br><input type="checkbox"/> Invitation list compiled<br><input type="checkbox"/> Names on list and titles/e-mail addresses checked for accuracy<br><input type="checkbox"/> <b>Invitations emailed</b><br><input type="checkbox"/> 1 <sup>st</sup> Confirmations sent with directions, parking information and registration time<br><input type="checkbox"/> 2 <sup>nd</sup> Confirmations/Reminder<br><input type="checkbox"/> Final Confirmation Sent |      |        |          |
| <b>Catering and Room Set-up</b><br><input type="checkbox"/> Cost per person established<br><input type="checkbox"/> Breakfast Menu<br><input type="checkbox"/> Breakout session (water in each room for speakers)<br><input type="checkbox"/> Lunch Menu<br><input type="checkbox"/> Table diagrams and linen<br><input type="checkbox"/> Registration table and linen<br><input type="checkbox"/> Special dietary requirements of guests and speakers<br><input type="checkbox"/> Assigned Seating??<br><input type="checkbox"/> Centerpieces   |      |        |          |
| <b>Parking Confirmed</b><br><input type="checkbox"/> Parking map released with confirmations   |      |        |          |
| <b>Advertising</b><br><input type="checkbox"/> Community<br><input type="checkbox"/> CSUDH website<br><input type="checkbox"/> CSUDH campus<br><input type="checkbox"/> Press Release  |      |        |          |
| <b>Keynote</b><br><input type="checkbox"/> Contracts approved and signed<br><input type="checkbox"/> Speaker needs confirmed<br>Transportation, parking, AV (lavaliere/podium/pointer), presentation format confirmed (PPT, video etc. ) and greenroom needs<br><input type="checkbox"/> Contact information confirmed with cell numbers<br><input type="checkbox"/> Introduction/Bio of speakers emailed to CSUDH<br><input type="checkbox"/> Does the speaker need an AV run-through onsite?<br><input type="checkbox"/> What Q and A format preferred?  |      |        |          |

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|--|--|--|--|
| <input type="checkbox"/> PPT needs to be received to CSUDH by (needed for AV test run through by staff)<br><input type="checkbox"/> Final Event Schedule emailed to speaker  |  |  |  |
| <b>Event Signage and Staging</b><br><input type="checkbox"/> Table Drapes<br><input type="checkbox"/> Banners developed for main stage<br><input type="checkbox"/> Foam board event, room and directional signs developed<br><input type="checkbox"/> Podium sign<br><input type="checkbox"/> Parking and pedestrian signs (named spaces and directional)<br><input type="checkbox"/> Photographer hired   |  |  |  |
| <b>Program and Speeches</b><br><input type="checkbox"/> Program finalized<br><input type="checkbox"/> Speeches finalized<br><input type="checkbox"/> Event Schedule emailed to ALL<br><input type="checkbox"/> Event Schedule for committee members (more detailed with assignments)<br><input type="checkbox"/> Volunteers confirmed and contact information compiled on volunteer sheet (emails and cell numbers)<br><input type="checkbox"/> Event Schedule for volunteers emailed<br><input type="checkbox"/> Event Schedule – with serving times included for catering emailed and with the cell number of catering manager |  |  |  |
| <b>Registration and Swag</b><br><input type="checkbox"/> Namebadges and Check-in process determined<br><input type="checkbox"/> Onsite registration?<br><input type="checkbox"/> What will be distributed at registration?<br><input type="checkbox"/> Programs on tables or at registration?  |  |  |  |
| <b>Security</b><br><input type="checkbox"/> Do you need University Police on site?   |  |  |  |
| <b>Audio/visual requirements</b><br><input type="checkbox"/> Music for meals<br><input type="checkbox"/> Lapel or handheld microphone<br><input type="checkbox"/> Lighting/Spot light<br><input type="checkbox"/> Extra electrical requirements<br><input type="checkbox"/> AV tech run through for speakers prior?  |  |  |  |
| <b>Staffing</b><br><input type="checkbox"/> Full-time staff assigned<br><input type="checkbox"/> Volunteers for registration assigned and briefed<br><input type="checkbox"/> Break-out sessions assigned (verify AV is working etc)<br><input type="checkbox"/> Staff assigned to meet with keynote and escort to greenroom   |  |  |  |