

# WKU CAB EVENT PLANNING CHECKLIST

## 9 WEEKS BEFORE THE EVENT

- ☐ Determine the purpose of the event
- ☐ Determine event sponsors
- ☐ Choose a tentative date
- ☐ Choose & check availability of event venue (consider restrictions – no smoking, seating capacity, etc.)
- ☐ Identify the intended audience and reach
- ☐ Establish initial budget
- ☐ Decide on and check availability of performers, DJs, speakers, etc.

## 8 WEEKS BEFORE THE EVENT

- ☐ Propose the event to your committee
- ☐ Propose the event to the CAB Leadership Team
- ☐ Finalize the date, time and location of the event
- ☐ Begin contracting process with vendors if needed.
- ☐ Reserve space & review special facility requests (ex. Early morning, late night, audio, visual etc. Consider extra cost.)

## 7 WEEKS BEFORE THE EVENT

- ☐ Meet with catering for food and beverages (See special guidelines for alcoholic beverages)
- ☐ Finalize and reserve audio/visual equipment
- ☐ Order prizes and souvenirs
- ☐ Reserve security, if needed
- ☐ Arrange for transportation (if needed)
- ☐ Arrange for visitor parking (if needed)
- ☐ Decide on a theme and title of the event
- ☐ Request contract from vendor

## 6 WEEKS BEFORE THE EVENT

- ☐ Meet with VP for Public Relations and develop an advertising and publicity plan
- ☐ Confirm contract return to vendor for countersign
- ☐ Design/have designed all graphics(print media, banners, handbills etc)
- ☐ Request contract requirements/request

## 5 WEEKS BEFORE THE EVENT

- ☐ Notify relevant media/advertising outlets about the upcoming event
- ☐ Proofread advertising (including for copyright matters)
- ☐ Walk through venue
- ☐ Create and review security plan for event(police/security locations, EMTs, secure areas, emergency plans etc.)

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## 4 WEEKS BEFORE THE EVENT

- ☐ Submit final request to all vendors (catering, police, production etc)
- ☐ Order any items that must be ordered (flowers, banners, balloons, special napkins & plates, plaques etc)
- ☐ Create event layout and staff plan
- ☐ Begin advertising campaign
- ☐ Begin "show advance" with performers
- ☐ Begin "day of show schedule"(DOS)

## 3 WEEKS BEFORE THE EVENT

- ☐ Begin recruiting event staff.
- ☐ Organize CAB Event Staff for event
- ☐ Submit detailed event progress report to CAB Leadership Team & CAB General Membership

## 2 WEEKS BEFORE THE EVENT

- ☐ Finalize "DOS"
- ☐ Finalize "show advance"
- ☐ Finalize and confirm all vendor request and timetables (ie catering arrival time, menus, set-up time, venue request)
- ☐ Host event staff meeting

## 1 WEEK BEFORE THE EVENT

- ☐ "Street Team" Marketing begins (if planned)
- ☐ Host final pre-event event staff meeting and venue walk-through (preferably the day immediately before event)
- ☐ Organize and prepare for transport all items needed for event
- ☐ Confirm all vendors, performers, and venue(preferably the day immediately before event)

## DAY OF EVENT(DON'T PLAN OTHER THINGS AROUND YOUR EVENT)

- ☐ Check facility set-up
- ☐ Set-up central event management position.
- ☐ Settlement with performers **AFTER** the event

## WEEK AFTER THE EVENT

- ☐ Send thank you notes
- ☐ Reconcile all invoices
- ☐ Meet with the your committee to evaluate the event.