

Event Planning Timeline & Checklist

Task	Completed
6 to 12 Months Prior to your Event	
<p>Determine event purpose</p> <ul style="list-style-type: none"> <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. 	
<p>Point Person Assigned</p> <ul style="list-style-type: none"> <input type="checkbox"/> Select a point person to manage event details on behalf of your department. 	
<p>Budget Availability</p> <ul style="list-style-type: none"> <input type="checkbox"/> Determine your total budget available for the event. 	
<p>Event Date</p> <ul style="list-style-type: none"> <input type="checkbox"/> Investigate available dates that work for the college and for your department/attendees by contacting the Event & Conference Planning Department. <p>NOTES:</p> <p>1. PLEASE do not select and/or advertise a date for your event until you have confirmed with Event & 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>Submit the Event Request Form</p> <ul style="list-style-type: none"> <input type="checkbox"/> Submit an Event Request Form to Event & Conference Planning to request your desired date. <p style="text-align: center;"><i>LINK TO FORM HERE.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Get a planner assigned by calling 612.330.1107 with your event details. 	
<p>Meet with your Assigned Planner</p> <ul style="list-style-type: none"> <input type="checkbox"/> Set up a meeting with your assigned planner, who will work with you throughout the entire process. 	
<p>Finalize Space Reservation</p> <ul style="list-style-type: none"> <input type="checkbox"/> Confirm date availability and get reservation confirmation. <p>NOTE: We suggest filing the confirmation you receive for your reservation in an event file for future reference.</p>	

<p>Determine Committee Involvement</p> <ul style="list-style-type: none"> <input type="checkbox"/> If additional committee members will be needed--- set up a full committee meeting. 	
<p>Begin Marketing Process</p> <ul style="list-style-type: none"> <input type="checkbox"/> Working with your assigned planner, submit a Marketing Creative Brief <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>Meet with Event Planner and Marketing Team to develop your event theme.</p>	
<p>Determine any honorees that you will be honoring at your event.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Get biographical information for all honorees 	
<p>Determine any VIP's that will you will be inviting to your event.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Get biographical information on all that will be part of the program. <input type="checkbox"/> If President (or Abigail) Pribbenow, or any other members of Cabinet are being invited, confirm their availability with their assistant. <input type="checkbox"/> Notify Marketing & Communications and your event planner of any VIP's that will be in attendance. 	
<p>Determine Photography Needs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Working with your planner, submit a Photographer Request form (if needed) <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><u>Determine Parking Needs</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Working with your planner, submit a request for Parking. <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><u>NOTE:</u></p> <ul style="list-style-type: none"> <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. 	

3 to 6 Months Prior to your Event	
<p><u>Finalize Details with Marketing Staff:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prepare final copy for invites, return cards, programs and any other printed pieces. <input type="checkbox"/> Develop mailing lists for all mailings and provide to marketing. <input type="checkbox"/> Determine if a press release is appropriate for your event. <input type="checkbox"/> Order any awards or trophies that will be required for your event. 	
<p><u>Meet with Event Planning Staff:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Discuss entertainment needs for the event and develop list of ideas. <input type="checkbox"/> Discuss menu and develop ideas. <input type="checkbox"/> Secure any necessary permits and insurance required for your event. <input type="checkbox"/> Order any rental products that will be needed. <input type="checkbox"/> Coordinate any Audio-visual and set up needs for your event. <input type="checkbox"/> Discuss any signage required for your event. <input type="checkbox"/> Contract for any hotel needs that you have for VIP's or other event guests. 	
2 Months Prior to your Event	
<p><u>Send out Invitations</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Work with marketing to finalize invite and send through appropriate mail class. 	
<p><u>Finalize Décor and Menu with Events Staff:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Finalize menu and give initial estimate to A'viands. <input type="checkbox"/> Finalize all décor plans <ul style="list-style-type: none"> <input type="checkbox"/> Linen <input type="checkbox"/> Centerpieces <input type="checkbox"/> Perimeter Décor <input type="checkbox"/> Develop initial site plan. <input type="checkbox"/> Determine final signage list for the event. 	
<p><u>Develop Event Schedule of Events with your Event Planner</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Time out program---be sure to allow adequate time for food service to fully serve your meal. <input type="checkbox"/> Be realistic. It will take longer than you might expect to move people from point A to point B. <input type="checkbox"/> Share the timeline with everyone involved. 	
<p><u>Hang Posters On Campus:</u></p> <ul style="list-style-type: none"> <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. 	
1 Month Prior to your Event	
<p><u>Staff/Volunteers:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Confirm staff for your registration table, welcoming people at doors and any other roles. 	

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