

# Randolph College Event Planning Check List

The scope of your event will determine your specific needs. You may need to add or delete items listed below.  
Please contact Keeley Tuggle if you have questions.

## Foundation

- Define objective of event
- Determine scope
- Decide on format/program(s)
- Estimate budget
- Secure funding
- Develop agenda/schedule
- How will success be measured?

## Scheduling

- Estimate attendance and AV needs
- Schedule campus venue on portal
- Check date with VIP (Pres, DOC)
- Schedule venue for walk through

## Budget

- Submit proposed total budget
- Break down budget into line items
- Get budget approval and code
- Track expenses

## Speaker/Entertainment

- Determine needs: speaker, band
- Verify date and topic
- Negotiate prices
- If not US Citizen, contact Bus. Office
- Contract signed by Business Office
- Contract signed by guest
- Completed W-9 form to Bus. Office
- Biography information
- Lecture title and short description
- High-resolution publicity photo
- High resolution image of book cover
- Travel arrangements: air, train, car
- Book hotel accommodations
- Reserve Campus Guest Room
- Request audio/video needs
- Any dietary requirements?
- Request guest's cell number
- Identify a host to escort guest around
- Provide guest with full agenda for visit

## Vendors

- Print pieces: invitation, poster
- Theatre Tech/ Sound Tech
- Information Technology
- Security/EMS
- Campus Store for book sales
- Campus transportation
- Food & beverage
- Alcohol
- Rentals
- Décor
- Flowers/plants
- Give Aways

## Advertising - On Campus

- Display posters
- BCD Announcement
- Portal Announcement
- WWRM Announcement
- Listed on Portal campus calendar
- Book displayed in Campus Store
- Email invite/reminder

## Advertising - Community

- Mail Save The Date
- Mail postcard
- Mail invitation
- List in Fall/Spring Events Calendar
- Post posters in community
- Radio ad
- List in News & Advance calendar
- List in Lynchburg Living calendar
- Purchase ad in News & Advance

## Advertising - Electronic

- Event web site
- Email jpg of poster
- Facebook
- Twitter
- Instagram
- Assign event hashtag

## College Relations Requests

- Design
- Media Relations
- Photography
- Web
- Writing and Social Media

## Branding

- Save the Date
- Invitation
- Posters/Postcards
- Name tags
- Menu Cards
- Programs
- Give Aways
- Décor
- Follow-up Pieces

## Venue Logistics

- Permits/licenses
- Registration/Welcome set-up
- Designate parking
- Building signage
- Parking signage
- Alcohol perimeter signage
- Handicapped parking area
- Venue accessible for disabled
- Reserved seats
- Rehearsal: set-ups and sound check

## Volunteers

- Determine needs
- Recruit volunteers
- Train volunteers
- Volunteer identifier: button, lanyard

## Post Event

- Send thank you's
- Request feedback
- Finalize expenses
- Assess event
- Keep assessment documents on file