

Appendix D: Event Checklist and Budget Estimate Sheet

Organized by: _____

Telephone _____ (daytime) _____ (evening)

Mailing address _____

Email address _____

Event name: _____

Purpose: _____

Target audience: _____

Date: _____ Time: _____

Location/Venue: _____

Expected attendance: _____

Admission price: \$ _____ Purdue Alumni members \$ _____ Non-members

ESTIMATED TOTAL INCOME: \$ _____

Projected Expenses:

Facilities/room rental charges \$ _____

Set-up charges/fees \$ _____

Rental equipment (includes audio-visual, tents, risers, tables, chairs, etc.) \$ _____

Food \$ _____

Beverages \$ _____

Bartender fees/gratuities \$ _____

Promotional materials (includes printing and mailing of invites, signage, programs, flyers, etc.) \$ _____

Decorations \$ _____

Entertainment \$ _____

Transportation (includes buses, vans, parking, valets, and gratuities for drivers, etc.) \$ _____

Miscellaneous (includes plaques, photos, speaker travel/expenses, and supplies, etc.) \$ _____

ESTIMATED TOTAL EXPENSES: \$ _____

Other alumni volunteers who will assist with the event:

1) _____

2) _____

3) _____

4) _____

5) _____

Appendix D (cont.):

Purdue Alumni

EVENT PLANNING CHECKLIST

12 or More Weeks before the Event

- Confirm the event date with Purdue Alumni and set an RSVP date.
- Outline event program, including objectives, guest speaker, etc.
- Assign responsibilities.
- Establish event budget, including facility rental, food and supplies, decorations, printed materials, A/V equipment, door prizes, gratuities, etc.
- Calculate per-person event costs.
- Contact Director of Clubs for Purdue Alumni for mailing assistance, and publicity assistance.

10 Weeks before the Event

- Select and reserve location. Things to consider:
 - Is there convenient and adequate parking?
 - Is there an acceptable billing arrangement?
 - Is the room size appropriate for the crowd?
 - Is the noise level, too loud to have a speaker?
 - Reserve A/V equipment, if needed.
- Set menu and arrange for bar service, if appropriate.

Eight Weeks before the Event

- Determine “staffing” needs for event, i.e. a guest book/name tag table attendant, food servers, clean-up crew, etc. as needed.
- Recruit members to staff the event.
- Notify Director of Clubs for Purdue Alumni of any special needs for the event.
- Forward to Purdue Alumni event information for mailer.

Six Weeks before the Event

- Send snail mail invitations.
- Order/purchase door prizes and other supplies.

Two-Three Weeks before the Event

- Call members who have not responded.
- Work with Director of Clubs for Purdue Alumni to finalize publicity with local media, if appropriate.
- Purdue Alumni sends e-mail for event.

One Week before the Event

- Prepare registration materials and name tags.
- Provide final count to facility managers and caterers, as needed.
- Send list of attendees to Purdue Alumni.

Day of the Event

- Arrive 1-2 hours prior to event to make sure facility is arranged properly.
- Recognize guests and speakers.
- Distribute event evaluations, and collect them when completed.

Following the Event

- Mail thank-you notes to participants and/or helpers.