

Event Planning Guiding Qs:

WHO

Who is attending your event/primary audience?

How and when will you market this event to your audience?

Will you be contracting with any performers or vendors? When contracts be confirmed?

Will outside attendees/vendors need anything during the time they're on campus?

Who from your group is volunteering to set up/clean up/host?

How will this event be inclusive and accessible?

Who can you collaborate with for this event?

WHAT

Will you be handing anything out? Give-aways, printed materials, etc? Will these items (or any portion of them like wrapping) end up in the trash after one use?

When will those be designed/ordered/printed/received?

What materials need to be purchased? When will they purchased?

Will you be providing food/beverage?

Who is your caterer? Will they be serving on compostable dishes?

When will menu be finalized?

WHEN/WHERE

Where are you hosting your event? Will it be virtual/in-person/hybrid?

Will attendees need special access (door, virtual link, etc)?

Will you need special items/set up (tables, chairs, A/V, compost bins, etc)? When will those orders be placed?

What time are you hosting your event? How much time is needed for set up/clean up?

Is your event off-campus/overnight? Who on-campus knows where you will be and who is attending?

Could this event be hosted as a late night option (hosted on Thursday, Friday, or Saturday; ending after 9pm)?

WHY

Why is this event important?

What will attendees leave with after attending your event?

How will you know if your event was successful?

How do you plan to followup with attendees post-event?

How can others find out about/get involved in future events?

BUDGETING:

- Marketing Materials - \$_____
- Contracts with Vendors - \$_____
- Vendor Accommodations - \$_____
- Ticket Sale/Admission Revenue + \$_____

- Giveaway Items - \$_____
- Printed Materials - \$_____
- Program Materials - \$_____
- Food/Beverage/Catering - \$_____

- Space Rental - \$_____
- Conversions needs (tables, chairs, compost bins, trash removal, A/V, etc) - \$_____
- Travel - \$_____

TOTAL BUDGET:

- WHO - \$_____
- WHAT - \$_____
- WHEN/WHERE - \$_____
- **TOTAL:** \$_____