



Event Planning Guidelines and Checklist

□ ***Brainstorm:***

With your team, brainstorm a list of programs you would like to provide to the campus community. Always *involve your advisor* in the brainstorming process for feedback on feasibility, accommodations, policies and procedures.

□ ***Develop Program Goals:***

a. Does this program/event support the mission of the organization?

Explain:

b. Who is your target audience?

c. Program Goals:

□ ***Choose an Idea:***

Review brainstorm list *with your advisor* and organization and discuss feasibility of each idea. Choose an idea that your organization feels will benefit your target audience.

□ ***Determine Your Budget:***

Please see pages 9-13 in the Student Event Planning Guidebook for descriptions of Finances, Funding Sources and Fundraising.

Funding Sources:

- Committee Budget
- Fundraising
- Co-Sponsorship
- External Funding, See Director of Campus Center

□ ***Delegate Responsibilities:***

- Who is doing what, where, when, how?
- Create a list of committees or assignments and the name and contact information for the delegated coordinator and what the responsibilities are. Be sure to include follow up dates and deadlines.

□ ***Reserve desired space with the Student Space Scheduler via the online Campus Calendar, Make a Request.***

- Space must be reserved at least 10 days prior to your event. A partial list of accessible spaces organizations may reserve is on page 6 in the Student Event Planning Guidebook.
- Once your request has been submitted and processed, you will receive an email with a scheduled Event Consultation and will be asked to fill out an Event Registration Form. Your reservation is pending until your Event Consultation and Event Registration Form are complete.

- If you cannot make the scheduled consultation, you must call the Campus Center, 585-2639, to reschedule the appointment. If you do not reschedule, but miss your appointment, your space reservation will be cancelled.
- Please remember that Student Space Schedulers are students. They work a total of 20 hours per week. Your request may take only one day to process, but could take up to a week if a student scheduler is negotiating on your behalf. Please be as detailed as possible when submitting your request.

□ **Submit Event Registration Form at www.smith.edu/campuscenter/forms.php**

□ **Attend Scheduled Event Consultation Appointment.**

Please remember to attend or reschedule or your reservation will be dropped!

□ **Contact Agency/Performer/DJ, etc.**

Agency: _____ Phone: _____ Email: _____

Performer: _____ Contact: _____

Desired Date: _____ Available? Y N Alternate Dates Available: _____

Cost: \$ _____

Technical Needs: (stage size, mics, lighting, etc)

Other Needs: (hotel, transportation, etc)

□ **Submit Contract Request Form at www.smith.edu/campuscenter/forms.php**

- All performers must be contracted, regardless of whether they are being paid. As often as possible, contracts should be all inclusive, which means the performer is responsible for paying for and arranging their own transportation and food expenses him/herself. You may need to include these expenses in the total cost when negotiating the contract.
- Once the request has been submitted, the contract will be mailed out within 48 hours.
- When the contract has been returned, you will be contacted and are responsible for picking it up in Campus Center 106 and turning it into the Student Bank for payment.
- Please see page 17 in the Student Event Planning Guidebook.

□ **Submit Event Service Request at www.smith.edu/events.**

- Determine Room Set-Up, equipment and technology needs . Room set-ups vary based on programs. Some rooms will not be able to be rearranged. It is important to discuss the set-up when reserving the room. Your advisor can provide you with or direct you to the appropriate person with information regarding room set-up restrictions. Please see Student Event Planning Guidebook pages 6-8.
- Establish Admission Prices and Policies. In order to defray expenses and decrease the number of co-sponsors, admission charges may be appropriate. Please decide who your event will be open to and what each charge will be.
- Establish a Marketing Plan. Please see page 19-22 in the Student Event Planning Guidebook for publicity guidelines.

- Determine if Campus Catering is needed or if permission must be sought for outside food providers. No food is permitted in the Campus Center without a contract. The Student Kitchen may be used to cook for groups of less than 20 people.

□ ***Purchase Decorations and Supplies***

The Campus Center has a credit card for Student Organization use. Please visit Campus Center 106.

□ ***Confirm Arrangements***

Confirm all previously made arrangements/reservations made with production services, food service, the artist, etc. Make any last minute adjustments. Do this at least one week ahead.

□ ***Performance***

Committee chairperson or coordinator of program is responsible for meeting the performer when he/she arrives. You may need assistance when collecting tickets or following admission policies.

□ ***Program/Event Evaluations***

Please complete an event evaluation form for your records. This form is located on page 5 of the Student Event Planning Guidebook.

□ ***Send Thanks!***

Thank you cards should be sent to the performer(s) and agents, as well as anyone who you feel was helpful when planning your event. Include your attendance, how the event went, and thanks for support.