SMITH COLLEGE

Events Management Office (EMO)
51 College Lane, Northampton, MA
413-585-2669

SAMPLE EVENT PLANNING CHECKLIST

(ON-CAMPUS EVENTS)

This Event Planning Checklist was developed to assist staff and faculty when they are organizing lectures, readings, panel discussions, symposia, workshops, meetings, conferences, etc. Not all items on the Checklist will be relevant to every function. Questions pertaining to the Checklist or requests for assistance should be directed to the Events Management Office at ext. 2669.

CONTACT PERSON (usually chair of organizing committee)

- ☐ Name _____
- ☐ Address _____
- ☐ Telephone Number / Fax Number _____
- ☐ E-mail _____

TYPE OF EVENT

- ☐ Conference
- ☐ Lecture
- ☐ Meeting
- ☐ Meal/Reception
- ☐ Panel Discussion
- ☐ Reading
- ☐ Reading/Book Signing
- ☐ Symposium
- ☐ Workshop
- ☐ Other _____

COMMITTEE

- ☐ Members (include telephone numbers and e-mail addresses)
- ☐ Meeting schedule
- ☐ Distribution of responsibilities

BUDGET

- ☐ Source of funds
- ☐ Accounts required (for example: travel, entertainment, accommodations, honoraria, poster, printing, flowers, labor, office supplies, photographer, disability accommodations etc.)

SPACE RESERVATIONS

- ☐ Go to 25Live to make a request for a location on campus. Use your Smith log in. For complete information, please go to www.smith.edu/emo/spaces.php to learn how to use 25Live and for a list of available spaces on campus. Be sure to consider capacity requirements.
- ☐ Rain location (or other inclement weather plans

DISABILITY ACCESS AND ACCOMMODATIONS (for speakers, special guests and participants)
Questions or for TTY info: contact Laura Rauscher at ext. 2071 or at lrausche@smith.edu

- ☐ Access inquiry notice on announcements and invitations, when appropriate. (Examples: "Please list any disability accommodations needed." or "For disability accommodations, please call the Office of Disability Services: 413-585-2139.")
- ☐ Accessible location
- ☐ Special transportation
- ☐ Accessible hotel room
- ☐ Lowered podium
- ☐ Wheelchair access to stage
- ☐ Special seating section
- ☐ Sign language interpreter/communication assistance
- ☐ Alternatives to print materials
- ☐ Lowered tables vs. counters for registration, etc.

SPEAKERS/PANELISTS

- ☐ Invitation
- ☐ Honorarium
- ☐ Campus escort(s)
- ☐ Travel plans
- ☐ Background information
  (CV; publicity photograph; title of lecture, if applicable; audio and video release forms, if applicable; background reading material, if applicable)
- ☐ Speakers' or panelists' contact people, if any, including telephone numbers
- ☐ Accommodations
  See www.smith.edu/admission/visitcampus/ for a list of area hotels and directions on how to get to Smith College.
- ☐ Surface transportation between airport/train station and campus Request vehicle through Facilities Management at www.smith.edu/facilities/vehicle.php or hire local transporter: Reliable Limousine, 413-315-9919, r.b.limo.1101@comcast.net
- ☐ Campus shuttle transport
  Contact Facilities Management Customer Service: ext. 2400, vehicle@smith.edu www.smith.edu/facilities/vehicle_form.php

SPEAKERS/PANELISTS (CONT.)

- ☐ Parking/passes. Contact Campus Police, ext. 2490.
- ☐ Identify individual to introduce speaker/ panelists at event and/or moderate panel.
- ☐ Thank you/honorarium & expense reimbursement.

SPECIAL GUESTS

- ☐ Invitations
- ☐ Travel plans
- ☐ Campus escorts
- ☐ Accommodations
- ☐ Design/printing
- ☐ Guest list
- ☐ Surface transportation between airport/train station and campus (see above)
- ☐ Campus shuttle transport
  Contact Facilities Management Customer Service: ext. 2400, vehicle@smith.edu.
  www.smith.edu/facilities/vehicle_form.php
- ☐ Parking/passes
  Contact Campus Police, ext. 2490.
- ☐ Follow-up, if necessary, after event

INVITATIONS

- ☐ Design/printing
- ☐ Guest list
- ☐ Include campus map on invitation or enclose (campus maps can be obtained from College Relations Office or online at www.smith.edu/map)
- ☐ Response deadline date
- ☐ Person/telephone number to whom to respond
- ☐ Internal distribution (if appropriate)
- ☐ Extra invitations for files
- ☐ Name and telephone # of contact person (Voice and TTY), particularly if invitation is a conference registration form

CATERING/DINNERS/RECEPTIONS

- ☐ Budget
- ☐ On-campus catering (if using Smith College Catering, e-mail catering@smith.edu). For the Smith College Catering forms, go to: www.smith.edu/diningservices/catering.php
- ☐ Menu planning (mindful of dietary restrictions)
- ☐ Number of tables and chairs for dining
- ☐ Number of chairs at head table
- ☐ Flowers (Smith College Catering can include and provide cost estimate)
- ☐ Linens
- ☐ Tally final guest count
- ☐ Place cards
- ☐ Host/Emcee
- ☐ Schedule of evening/timeline
- ☐ Podium/microphone
- ☐ Photographer
- ☐ Coat rack

REGISTRATION

- ☐ Table/Chairs/Linens
- ☐ Name tags
- ☐ Conference/Meeting Information Packet/Pencils/Pens
- ☐ Gift (if desired)
- ☐ Information Table
- ☐ Trash receptacles
- ☐ Coat racks

BOOK SIGNING

Bookstores usually offer to contribute a percentage of sales to a college, organization or program, and they may offer to handle the sales, providing cashier and cashbox, at the event.

- ☐ Bookstore providing books/service
- ☐ Location for book signing
- ☐ Table for books/chair/linens/flowers
- ☐ Table/chair for author
- ☐ Cashier
- ☐ Cashbox/cash for change
- ☐ Distribution of funds after event

PUBLICITY (REQUEST IN 25LIVE)

- ☐ Must be completed two weeks in advance for events requiring on- or off-campus publicity, routine audio/visual services and/or Facilities Management staff and or services.
  To confirm: Technical Services requests (ext. 3099), Facilities Management requests (ext. 2407)
  eDigest
- ☐ News and Events
- ☐ Smith Calendar
- ☐ 5-College calendar and/or local media calendars
- ☐ Facebook and Twitter

AV NEEDS (REQUEST IN 25LIVE)

- ☐ Overhead projector
- ☐ Slides
- ☐ CD/DVD
- ☐ Data projection
- ☐ Laserdisc
- ☐ Audiocassette
- ☐ WiFi
- ☐ Audio/video taping request
  Permission of speaker/presenter (consent forms available at www.smith.edu/emo/forms.php)

SOUND AND LIGHTING NEEDS (REQUEST IN 25LIVE)

- ☐ Podium with microphone
- ☐ Lavaliere/Countryman mics
- ☐ Microphones for panel
- ☐ Special requests

PLATFORM/ROOM SETUP (REQUEST IN 25LIVE)

- ☐ Water Bottles/Glasses
- ☐ Table (panel discussion)
- ☐ Linens (including skirting) for table
- ☐ Chairs (on stage)
- ☐ Microphones
- ☐ Physical layout
- ☐ Podium spray (flowers)
- ☐ Smith Banner
- ☐ Bulletin boards/chalk boards/easels (determine whether required and take into consideration when reserving space

Additional Publicity

- ☐ Posters
- ☐ News release (contact College Relations: feasibility at least one month in advance)
- ☐ *The Gate* (www.smith.edu/news)
- ☐ *eDigest (www.smith.edu/news/submit.php)*
- ☐ *The Sophian* (www.thesmithsophian.com)
- ☐ Facebook (www.facebook.com)
- ☐ Twitter (www.twitter.com)

Reserved Seating

- ☐ Press section and reserved special guest seating
- ☐ Signage. (Contact the Events Management Office at ext. 2407 or at emo@smith.edu)
- ☐ Special needs section—interpreter or other. (Contact the Office of Disability Services, ext. 2139)

Additional Staff Assistance

- ☐ Press section and reserved special guest seating
- ☐ Facilities Management Staff—make request on 25Live (Contact the Events Management Office, ext. 2407)
- ☐ Dining Services (call ext. 2300)
- ☐ Campus Police (ext. 2490 or sgraham@smith.edu)
- ☐ Northampton Fire Department Permits (Contact Rich Korzeniowski, ext. 2458 or rkorzeni@smith.edu)
- ☐ Northampton Police, for street. (Contact Campus Police, ext. 2490, or sgraham@smith.edu.)

  NOTE: The Campus Police will determine the need for officers at an event and whether or not a Northampton Police officer is needed to direct traffic.

- ☐ Student Ushers (use JobX for posting)
- ☐ Greeters
- ☐ Volunteers
- ☐ For larger events, particularly those held in John M. Greene Hall, please advise the Events Management Office at ext. 2407 or smithevents@smith.edu of estimated crowd size.

Miscellaneous

- ☐ "Thank You" notes
- ☐ After the event, forward the list of any alumnae who attended to the Development Office