

## **Event Planning Timeline**

### **Six months to one year ahead**

- Determine program type, presenter and get budget approval
- Select a primary date and location, as well as a backup
  - o Consider other events or holidays that may present conflicts
  - o Check EMS for room availability
- Reserve venues
  - o If event will be held outdoors, ensure that there is a rain location reserved
- Identify leads for the event
- Determine whether the event will be campus community or open to the public
  - o If distinguished guests will be invited, begin putting together a preliminary invitation list
- Get speaker lodging and transportation estimates for budgeting purposes
- Negotiate speaker agreement with either the Roanoke College Contract or the speakers
- Consider promotion and media requirements, and get estimate from Public Relations
- Consider if speaker warrants hired security, and get estimate from Campus Safety
- Request quotes from catering, print services, other outside vendors
- Gather basic information about the event to be used for promotional purposes, ex. official speaker photo, bio, event title and description, etc.

### **Three to six months ahead**

- Submit design requests to Public Relations
  - o Design invitations for distinguished guests
  - o Posters, advertisements, etc.
- Request W8/W9 forms and insurance forms, if not included in the speaker contracts
- Gather insurance information from any outside vendors
- Send speaker deposit payments per contract requirement
- Create equipment list and set up diagrams needed for the work order, ex. tables, chairs, podiums, etc.
- If food will be served, get a quote from dining services and select menus
- Consider parking needs
  - o Identify parking for staff and guests
  - o Arrange for shuttle service if needed
  - o Incorporate parking instructions into invitations/advertising
- Contact ALL stage participants
  - o Who will introduce the speaker or participate in the program?
  - o Will you provide a full script or give suggestions for their remarks?
- If special items are needed, order in advance to allow for exchanges
- Make preliminary security arrangements
  - o Consult with campus safety for security needs
  - o If alcohol is served, ID must be shown and drink limits must be set
  - o Create an emergency evacuation and cancelation plan

### **One to three months ahead**

- Request check for final payment as needed
- Assemble and mail printed invitations
  - o Include how to RSVP, if required, and begin to track RSVP information on a spreadsheet
- Add event to the College online calendar
- Confirm and finalize location, AV needs, larger décor items, etc.
- Request event photographer, if needed
- Request event videographer, if needed
- Place any orders for any outside resources, such as IT services, book sales
- Share details/make and confirm hotel and transportation arrangements as needed
- Coordinate with Public Relations about any large scale advertisement (ex. Paid advertisements, press release, media interview requests, etc.)
- Create drafts of any PowerPoints, videos, or other presentation materials that will be used

### **Two to four weeks ahead**

- Draft itineraries for speaker
  - o Include contact person, confirmation numbers, and address/locations
- Submit requests for any AV or IT needs
- Submit work orders as needed for set up/break down
- Record RSVPs, check ticket sales, mail parking permits, and maps if required
- Finalize any presentations being given and program details
- Review any script, speeches or remarks
- Keep dining services updated on expected attendance
- Meet with secondary coordinators, if applicable
- Distribute primary event briefing materials as appropriate
- Hang up posters around campus
- Post announcement to daily mail

### **One week ahead**

- Reconfirm all details to ensure no last-minute changes have been made
  - o Venue reservation and work order set ups
  - o Speaker arrangements: transportation, lodging
  - o Vendors
  - o Special order items – A/V, book sales, etc.
- Have meetings and/or confirm final details with all key vendors and coordinators
- Finalize place cards, name tags, guest list other reception items as needed
- Distribute final event briefing materials as appropriate (ex. itineraries, distinguished guest list)
- Brief event staff/volunteers on their responsibilities
- Prepare extra copies of speeches and presentations to have on site
- Contact distinguished guests who have not RSVP'd
- Provide a final head count to dining services if catering is being used

## **Day of Event**

- Bring all needed items to the event venue
- Review all plans and assignments
- Confirm venue set up, rental deliveries are onsite
- Review program timeline with venue staff, catering, and photographer/videographer
- Arrive early to the venue to do a final walk through
  - o Check lighting, microphone, and other A/V needs for functionality
  - o Place reserved seating if required
- Check all facilities and grounds pre-event for cleanliness, including bathrooms
- Have all instructions, directions, phone numbers, keys, extra parking permits, scripts, and RSVP guest lists with you onsite
- If distinguished guests are present, greet upon arrival and direct them to seating
- At the end of event, clean up and remove all items brought with you