

Event Planning Checklist (*general*)

As you begin to plan your community development events and activities there are many things you will want to consider. Below, you will find a brief event planning checklist to help you get started.

Keep in mind, this checklist is only a start, and the items are not necessarily listed in order of importance. Also, your particular event may include items or tasks that are not listed here. Work closely with your supervisor/advisor throughout the planning process.

- What are your goals for the event? What do you hope to accomplish? What will you do to ensure that your goals are met? What type of event will help you achieve your goals?
- What is the name/title of your event?
- On what date(s) will your event take place? Are there any conflicts with the date(s) you have selected?
- What will be the time frame of your event? (from _____ AM/PM to _____ AM/PM)
- How many students do you expect to attend your event? This will help determine your location, set-up, etc.
- Where will the event be held? Have you reserved the space(s) and requested all necessary items for the set-up?
- What is the budget for your event? Do you need funding for this event? If so, from where will you get the funding? Also, be sure you complete all requisitions (and other forms of payment) on time.
- What type(s) of publicity will you use? Have you followed the correct procedures for getting your publicity copied and distributed?
- Will you have food and/or beverages at your event? If so, have you made the necessary arrangements to order and pay for the refreshments? Will the refreshments be delivered, or is someone picking them up and bringing them to the event location?
- Do you need to recruit volunteers for your event? How many do you need? What will they be doing? Make sure to have all volunteers sign the “University of Iowa Special Event Volunteer Log” for liability and medical coverage.
- Will there be an outside performer or presenter for your event? If yes, you will need to work with your supervisor/advisor, and the Academic Initiatives Manager to make the necessary arrangements.
- If applicable, have you sent invitations? Do you also need to send thank-you notes after the event?
- Depending upon the type of event, you may need to arrange waivers or release forms. Check with your supervisor/advisor and the Academic Initiatives Manager to see if any of these forms may be necessary.
- After the event, spend some time reviewing everything. What worked well and what didn’t work so well? What, if anything, would you change next time to improve the event? Share your review with your supervisor/advisor for future reference.