

Event Planning Timeline

3-6 Weeks Prior

- With the ASW Events President, brainstorm ideas for event, performers, venue, etc.
- Plan out the event (i.e. contact performer, speaker, etc.), gather all needed contracts or information, and give to ASW Events President
- Fill out the Event Pre-Planning Form completely and give it to the ASW Events President and Director of Programming to review
- Reserve and confirm venue
- Have all contracts signed and filed
- Submit Ad Request to ASW Creative

2-3 Weeks Prior

- Prepare "Week-of" and "Day-of" timelines (event lead to do).
- Meet with Social Media & Marketing team to create Facebook event, advertise on social media, and brainstorm other marketing ideas
- Fill out all check requests and give them to the ASW Events President

1 Week Prior

- Finalize all details and confirm with all individuals that everything is set and ready for the event

1 Week After the Event

- Make sure everyone involved in the event has been paid
- Debrief with ASW Events President and Director of Programming
- Complete the post-event assessment
- Send thank you cards/emails to all individuals who participated in event (i.e. performers, vendors, staff, faculty, students, etc.)
- Complete all final paperwork and return them with all emails or notes associated with the event to the ASW Events President and Director of Programming to be filed for transition

Event Pre-Planning Form

Individuals Responsible for Coordinating Event

Please include all event planners and clubs/organizations involved

Name	Email	Position

Event Information

Event Name: _____

Date: _____

Start Time: _____ End Time: _____ Set Up Time: _____

Location: _____

Backup location: _____

Type of Event: Social Activity Seminar/Lecture Festival Club Activity Athletics
Diversity Dance Other _____

Event Description:

Expected attendees: _____

Plan to track attendees:

Ticket Prices (if applicable): _____

Contact information for performers, speakers, DJ, etc.:

Name	Email	Phone #	Company/ Type of Performance

Catering Information (contact, price, amount, etc.):

Company/Type of Catering	Price	# of Servings/Amount

Budget

Allotted Amount: _____

Item	Amount

Day of

List of necessary items
Assign tasks (during event, set up, and clean up)
Day-of Timeline

Shopping

Make a list
Check inventory in the closet
Ask President/DoP about items
Call ahead to ensure items are in stock Shop
around for the best price
Set up a time to shop with President or DoP

Marketing

Ad Request
Meet with Social Media/Marketing Team

Specifics

Tables and chairs
Tablecloths
Security
Enclosure/barricades
Technical Aspects
Lighting and Sound
Need for Administration or Faculty

Associated Risks

	Potential Risks	Strategies to Minimize/Eliminate Risks
Physical		
Reputation		
Emotional		
Financial		
Facilities		

