



Student Activities Commission

EVENT PLANNING FORM

ONE KEY TO ANY SUCCESSFUL EVENT IS GOOD PLANNING. THIS PRE-EVENT PLANNING FORM PROVIDES A SERIES OF QUESTIONS TO CONSIDER PRIOR TO ENGAGING IN AN ACTIVITY.
Please keep in mind that all activities should be consistent with SAC and ASWC policies and procedures, College policies and procedures, as well as the mission and vision of SAC.

Individual(s) Responsible for Coordinating the Event:

_____	_____	_____	_____
<i>Name</i>	<i>Email</i>	<i>Phone</i>	<i>Position</i>
_____	_____	_____	_____
<i>Name</i>	<i>Email</i>	<i>Phone</i>	<i>Position</i>
_____	_____	_____	_____
<i>Name</i>	<i>Email</i>	<i>Phone</i>	<i>Position</i>

EVENT INFORMATION

Event Name _____

Date of Event _____

(Assure that you have checked the SAC calendar of events to determine if the date is available, doesn't conflict with other events, and is an appropriate time of year for this type of event)

Start time _____ **End time** _____

Location _____

Backup Location (needs to be reserved) _____

Ticket Prices (If applicable) _____

Target Audience _____

Expected Number of Attendees _____

Type of Event:

- Social Activity
- Club Activity
- Performing Arts
- Seminar/Lecture
- Sporting Event
- Film Screening
- Festival
- Other _____

Event Description

Performers/Artist/Contact _____

Their Information _____



EVENT OBJECTIVES

Purpose/objective of event: (what do you want to accomplish with your event?)

1. _____
2. _____
3. _____

Specifically, how will this event fulfill the mission of SAC and the learning goals of Westminster College?

1. _____
2. _____
3. _____

Event Goals: (these goals should address and correspond with the above objectives)

1. _____
2. _____
3. _____

EVENT TIMELINE

3-6 Weeks Prior

- With the SAC 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 SAC President with the Event Planning Form (this form) (Event Coordinator(s) to do).
- Fill out the Event Planning Form as completely as you can and give it to the SAC President to review (Event Coordinator(s) to do).
- Reserve and confirm venue (SAC President to do).
- Have all contracts signed and returned to Event Coordinator(s) (SAC President to do).

2-3 Weeks Prior

- Have posters made and distributed across campus (SAC President to do).
- Prepare "Week-of" and "Day-of" timelines (Event Coordinator(s) to do).
- Create Facebook event through the SAC Facebook page (Event Coordinator(s) to do).
- Fill out all Check Requests and give them to the SAC President.

1 Week Prior

- Finalize all details and confirm with all individuals that everything is set and ready for the event (Event Coordinator(s) to do).
- Make eight butcher paper poster to hang up across campus and in residence halls (Event Coordinator(s) to do).

After the Event

1 Week After

- Make sure everyone involved in the event has been paid (Event Coordinator(s) to do). Sponsored
- Debrief with SAC President and complete the attached post-event assessment and marketing evaluation form.
- 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 to the event to the SAC President to be filed for transition.



EVENT BUDGET

Allotted Budget:	\$ _____
Venue	\$ _____
Entertainment/DJ	\$ _____
Catering/Refreshments	\$ _____
Decorations	\$ _____
Additional Security	\$ _____
Transportation/Bussing	\$ _____
Meals/Lodging (for entertainment)	\$ _____
Additional Costs	\$ _____

RISK MANAGEMENT CONSIDERATIONS

What resources have you consulted prior to determining that you can successfully manage this event?

- SAC President
- SAC Advisors
- Additional Committee _____
- Westminster College departments (i.e. Student Life, Risk Management, Scheduling and Events, I.S., etc.)
- Other _____

Use the worksheet below to guide your documentation of the organization's approach to managing risk as well as any areas in which you have specific questions.

List Potential Risks

List Specific Strategies you will use to Minimize or Eliminate Risk

Physical	
Reputation	
Emotional	
Financial	
Facilities	



POST-EVENT ASSESSMENT and MARKETING EVALUATION

Describe all marketing techniques that were used for this event: (attach all material)

1. Was your event a success? Why or why not? Yes No

2. List Marketing Strengths:

3. List areas of Marketing that could be improved:

4. Did you encounter any unforeseen problems? Yes No
If yes, what were they and how can you better prepare in the future?

5. List contact information for vendors, university staff, or others who assisted with this event.

6. Would you suggest continuing the event in future years? Yes No
If yes, what changes would you recommend for the following year?

Completed By: _____ / _____ on _____
Name Position Date

SAC President Signature: _____

★ In order to facilitate future planning, the SAC President will retain this completed form, associated documentation (i.e. emails, notes, letters, etc.), and assessments as part of the transition documents ★