

# Saint Louis University Student Organization Event Planning Checklist

Successful event planning consists of several steps: **brainstorming**, **pre-planning** and **post evaluation**. Not every event will require every item on this checklist, but it's always good to get in the habit of walking through each one just to make sure.

## Brainstorming

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Think about it....

Identify the goals of the event.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Determine what type of event it is.

- |                  |                      |
|------------------|----------------------|
| Social Activity  | Seminar              |
| Meeting          | Brown Bag Discussion |
| Workshop         | Award Ceremony       |
| Retreat          | Business Dinner      |
| Fair             | Team Building        |
| Conference       | Other _____          |
| Lecture          |                      |
| Panel Discussion |                      |
| Reading          |                      |
| Trip             |                      |

Determine who the target audience is.

- |          |                      |
|----------|----------------------|
| Members  | General Public       |
| Campus   | Media                |
| Students | School Aged Children |
| Faculty  | VIPs                 |
| Staff    |                      |

Research any policies that would be involved with this event.

Determine what items need to be budgeted.

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|-----------------|-----------------|
| Entertainment   | Parking         |
| Supplies        | AV Support      |
| Facility Rental | Rentals/ Set Up |
| Housekeeping    | Advertising     |
| Food            | Security        |
| Linens          | Film License    |

Identify budgets/ sources to provide the necessary funds.

- Organization's budget
- Outside donations
- Charge admission (See admission procedure portion of pre-planning)
- Other Department/ Organization financial support
- Discuss budget with Advisor

Preferred Date: \_\_\_\_\_  
Fall Back Date: \_\_\_\_\_  
Last Option: \_\_\_\_\_

Determine what marketing/ promotional materials will be needed. (Check out the 101 Ways to Promote PDF on the website)

Determine if volunteers will be needed for the event.

# Pre-Planning

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Determine/ collect expected attendance number.

Place Cards  
Maps  
Flip Charts  
Markers, Pens, Pencils, Sharpies  
Scissors  
Directional Signage  
Locking Cash Box

Decorations  
Attendance Counters  
Registration Packets  
Notepads  
Camera  
Give-Aways/ Prizes  
Event Survey

## Post- Event Planning

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While this section is called Post-Event, not everything happens after the event. This is the place to determine what needs to happen in preparation for post-event.

Confirm all bills have been paid in full. (After the event)

Create satisfaction survey (Check out the Sample Event Survey PDF on the resources website)

Send thank you notes

Complete the Event Evaluation/Assessment Form found on the resources page of the website.