**Event Checklist**

The programming process is not as much an art as it is systematic. It is somewhat effortless if well planned; however, if it is not well planned, it can be unnecessarily stressful. This checklist should help you with most programming tasks. If you have any questions, or if your program is more complex, please contact The Student Engagement Center. The experienced Student Engagement Center professionals will be delighted to assist you.

**What planning should I be doing...5-6 Weeks before the program?**  
Decide on the program format. Consider the following program components:

1. Purpose and goals
2. Focus and topic
3. Date, time, location, and funding
4. Possible speakers, entertainers, and/or co-sponsors
5. Set the budget for your program, including funding for supplies and promotional materials.
6. Decide on a time and date convenient for students. Consider the academic calendar, major campus events, and people's daily schedules and living patterns. See the activities calendar posted at <http://calendar.uwgb.edu/>
7. Contact an entertainer or speaker to meet your program goals.
8. If needed fill out the pre-contract worksheet in Phoenix Connect
9. Reserve the rooms for the program. Space and rooms in University Union are reserved in University Union Reservations, at the University Ticketing and Information Center
10. Arrange for transportation for entertainers if needed.
11. Make a tentative schedule.
12. Design promotional materials. See the "Promoting Your Org and Your Events" file.

**What should I be doing...3-4 Weeks before the program?**  
Take the following steps 3-4 weeks before your program date:

1. Send confirmation letters to speakers along with contracts and maps if needed. Student Engagement Center will assist you with this.
2. Print materials for the program, such as posters, flyers, tickets, evaluations, etc.
3. Fill out the Event Registration Form in Phoenix Connect to advertise and order food and beverage.
4. If you would like alcohol served at your event, you must fill out an Alcohol Request form at least three weeks prior to the event. (Forms can be obtained at <http://uwgreenbay.qualtrics.com/SE/?SID=SV_40VOM7b7SDYRae0> .) The availability of alcohol at an event requires approval.
5. Arrange for special needs, such as micro-phones, lights, podiums, chalkboards, and extra chairs.
6. Meet with a Reservationist at the UTIC, to decide on room setup, and BE SPECIFIC!
7. Schedule volunteers to work at the program.

**What should I be doing...2 weeks before the event?**

1. Post promotional materials.

**What should I be doing...1 week before the event?**

1. Begin the final promotional push. (Hang banner if applicable; contact newspapers and radio stations.)
2. Call to confirm the arrival time, directions, and last-minute details with speakers or entertainers.
3. Confirm food, media equipment, special needs, and all other reservations.
4. Confirm contract paperwork is complete for processing.

**What should I be doing...day of presentation?**

1. Check the room and food setups before the program starts.
2. Make sure lighting, seating, and all technical equipment are set up properly.
3. Assign a committee member to act as a host to the performer to take care of last-minute needs and questions.
4. Make sure performers and speakers have water available on stage (include this request in your reservation.)
5. Do necessary introductions and wrap-ups. Thank presenters and attendants for attending the program.

**What should I be doing...after the program?**

1. Submit approval and satisfaction of performance for check processing.
2. Evaluate the program by talking to program participants and organization members.
3. Note the strengths and weaknesses of the program for future reference and potential future change.
4. Send thank-you letters with feedback to the performers or lecturers.
5. Keep materials for your files and pass this information on to future organization leaders.

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