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. See the FORM: "Pre-Contract Worksheet"
8. Contact an entertainer or speaker to meet your program goals.
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. Arrange for special needs, such as micro-phones, lights, podiums, chalkboards, and extra chairs.
4. Meet with a Reservationist at the UTIC, to decide on room setup, and BE SPECIFIC!
5. Use the form on the Student Orgs Webpage for any food and beverage arrangements you may wish to make.
   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.

6. 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?
Take the following steps 1 week before your program date:

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.

What should I be doing...day of presentation?
On the day of the program do the following:

1. If the check is not being mailed, pick it up at the University Ticketing and Information Center. Payment should be made after the event.
2. Check the room and food setups before the program starts.
3. Make sure lighting, seating, and all technical equipment are set up properly.
4. Assign a committee member to act as a host to the performer to take care of last-minute needs and questions.
5. Make sure performers and speakers have water available on stage (include this request in your reservation.)
6. Assign someone to present the payment after the program is completed and you are satisfied with the program results.
7. Do necessary introductions and wrap-ups. Thank presenters and attendants for attending the program.

What should I be doing...after the program?
After your program do the following:

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

Reviewed March 2022