

This guide will help you plan a successful event. If, after reading this guide, you have questions or need additional information, please contact Kim Ragan at [ragank@udel.edu](mailto:ragank@udel.edu). Once you have completed this guide, please submit it to Kim for review and assistance. **Planning early and thoroughly is the key to a successful event! It takes more time in the beginning but it pays off in the end. There will be enough to do the week of the event, so don't leave these details to the last minute.**

Proposed Event: \_\_\_\_\_

Proposed Event Date: \_\_\_\_\_ Alternate Date(s): \_\_\_\_\_

Program Event Location: \_\_\_\_\_ Alternate Location(s): \_\_\_\_\_

How does this program align with your organization's mission? \_\_\_\_\_

Who is the person in charge of this event? \_\_\_\_\_ Contact Info: \_\_\_\_\_

Expected attendance: \_\_\_\_\_ Proposed Budget: \$ \_\_\_\_\_

PROGRAM DETAILS		12+ WEEKS BEFORE
What type of event are you planning?	<input type="checkbox"/> Fundraiser <input type="checkbox"/> Social Gathering <input type="checkbox"/> Entertainment <input type="checkbox"/> Recreational <input type="checkbox"/> Educational/Lecture <input type="checkbox"/> Workshop/Training <input type="checkbox"/> Other: _____	
What format will your event have?	<input type="checkbox"/> Reception (hors d'oeuvres) <input type="checkbox"/> Picnic <input type="checkbox"/> Seated Dinner <input type="checkbox"/> Dessert Reception <input type="checkbox"/> Classroom <input type="checkbox"/> Conference Room <input type="checkbox"/> Off-campus Event <input type="checkbox"/> Other: _____	
Where will you hold your event?	<input type="checkbox"/> Lerner Atrium ( <i>complete form</i> ) <input type="checkbox"/> Outside Venue ( <i>work with LCBE Event Manager</i> ) <input type="checkbox"/> Classroom ( <i>work with LCBE Event Manager</i> ) <input type="checkbox"/> Off-Campus Site ( <i>work with LCBE Event Manager</i> ) <input type="checkbox"/> Trabant Multi-purpose Room ( <i>request through University Student Centers at <a href="http://www.udel.edu/usc/">www.udel.edu/usc/</a></i> ) <input type="checkbox"/> Other: _____	
Who is your target audience?	<input type="checkbox"/> UD Students <input type="checkbox"/> Faculty/Staff <input type="checkbox"/> Community Members <input type="checkbox"/> Other: _____	
What services will be needed for your program?	<input type="checkbox"/> UD Catering <input type="checkbox"/> UD Public Safety <input type="checkbox"/> Tech Support <input type="checkbox"/> Transportation <input type="checkbox"/> Special Setup <input type="checkbox"/> Outdoor Setup <input type="checkbox"/> Tickets <input type="checkbox"/> Outside Vendor <input type="checkbox"/> Other: _____	
What is the main goal/objective of your event?		
What are some things that may be an issue or cause problems at your event?		
Does your date conflict with any other major events on campus or holidays?	<input type="checkbox"/> Yes <input type="checkbox"/> No Check the UD Event calendar and LCBE Calendar	
What are some potential co-sponsors?		

PROGRAM LOGISTICS		12 WEEKS BEFORE
Have you received a confirmation for the space/venue?	<input type="checkbox"/> Yes <input type="checkbox"/> No      If yes, Confirmation # _____	
If you are having food at your program, have you contacted <a href="mailto:UDcatering@udel.edu">UDcatering@udel.edu</a>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you created a marketing & advertising plan?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
How will your guests RSVP?	<input type="checkbox"/> Electronically <input type="checkbox"/> Other: _____	
How will you handle an emergency ( <i>Consider: inclement weather (severe storm, tornado), a power outage, severe illness, choking/allergic reaction, severe injury</i> )?		
Are you contracting with a speaker/performer or vendor for your program ( <i>if yes, get a copy of the contract for planning purposes only. UD students CANNOT sign contracts or offer. Have an initial conversation with agent/artist about cost, travel arrangements, audio visual needs, etc. to help in the planning process.</i> )	<input type="checkbox"/> Yes <input type="checkbox"/> No	

EXPENSES		12 WEEKS BEFORE
<b>Performer/Speaker</b>	Fee/Honorarium: \$ _____ Hotel/Lodging: \$ _____ Hospitality/Meals: \$ _____ Transportation: \$ _____ Small Gift (if applicable): \$ _____	
	What is the cost estimate? \$ _____	
<b>Food</b>	How many people do you expect to feed? _____ What type of food will be served? _____ (i.e. buffet, hors d'oeuvres, etc.) \$ _____ per person x # people: \$ _____	
	What is the cost estimate? \$ _____	
<b>Production</b>	UD Public Safety: \$ _____ Sound/Lights: \$ _____ Room/Set Up Fees: \$ _____ Venue Fees: \$ _____ Decorations: \$ _____ Photography: \$ _____ Mascot Appearance: \$ _____ Entertainment: \$ _____	
	What is the cost estimate? \$ _____	
<b>Advertising</b>	Print Materials: \$ _____ Other: \$ _____	
	What is the cost estimate? \$ _____	
<b>Additional Expenses</b>	Other: _____ \$ _____ Other: _____ \$ _____ Other: _____ \$ _____	
	What is the cost estimate? \$ _____	
REVENUE (Income/Funding)		TOTALS
Are you selling tickets?		Expenses: \$ _____
If yes, how much are you going to bring in? \$ _____		- Ticket Sales: \$ _____
Are you seeking co-sponsorship or fundraising for this event?		- Sponsorships: \$ _____
If yes, how much are you expecting? \$ _____		- Other: \$ _____
*Check the website for a more detailed budget worksheet		= Budget \$ _____

SPEAKER/PERFORMER		8 WEEKS BEFORE
Name:		
Agency:		
Agency Contact Person:		
Phone Number:		
Day of Phone Number:		
Address:		
Email:		
Event Title:		
Event Date:		
Event Time/Length:		
Event Location:		
Performer/Speaker Confirmed	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Will speaker need travel arrangements?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Will speaker have a guest list?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many? _____	
Dietary Restrictions	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Rehearsal/Sound Check?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Who will greet the speaker?		
Create day-of agenda		
Discuss Presentation		
Obtain Presentation Synopsis		
Obtain Speaker Bio/Photo		
Discuss Rehearsal Schedule		
Discuss Payment *remember, you cannot sign contracts, this is information <b>ONLY</b>		
Obtain <a href="#">Taxpayer Identification W-9</a> for Payment		

ADVERTISING & MARKETING		
<b>Flyers</b>	Design a flyer that includes the necessary details: <ul style="list-style-type: none"> <li><input type="checkbox"/> Title, Date, Location &amp; Time</li> <li><input type="checkbox"/> Sponsoring Organization</li> <li><input type="checkbox"/> Cost or Free &amp; Method of Obtaining Entry</li> <li><input type="checkbox"/> Who Can Attend</li> <li><input type="checkbox"/> Contact Information for Questions</li> <li><input type="checkbox"/> Group Logo &amp; Images</li> </ul>	What to do with the flyer: <ul style="list-style-type: none"> <li><input type="checkbox"/> Include it with event submission to the UD Calendar (PNG, JPG or PDF)</li> <li><input type="checkbox"/> Share on Social Media</li> <li><input type="checkbox"/> Print it out to post around campus</li> </ul>
<b>Social Media</b>	Social media is free to use and the audience for your messages is virtually unlimited. Here are some ways to use social media to promote your event: <ul style="list-style-type: none"> <li><input type="checkbox"/> Post about event on Group's Social Media accounts</li> <li><input type="checkbox"/> Post event from personal account &amp; have group members do the same</li> <li><input type="checkbox"/> Tweet or Facebook post to official UD social media accounts</li> <li><input type="checkbox"/> Keep conversation going on Twitter and Facebook leading up to the event</li> </ul>	<b>Maximize Social Media Efforts:</b>  Be sure to include links or images whenever possible for maximum visibility.
<b>Print Advertising</b>	If you wish to print materials from your design, here are some of the most common items produced: <ul style="list-style-type: none"> <li><input type="checkbox"/> Flyers (8.5x11"): best for campus bulletin board and online use</li> <li><input type="checkbox"/> Handbill (4.25x5.5"): best for word-of-mouth promotion and online use</li> <li><input type="checkbox"/> Half sheets (8.5x5.5"): best for word-of-mouth promotion and online use</li> <li><input type="checkbox"/> Small Posters (11x17" or 12x18"): best for campus bulletin board and off-campus locations</li> <li><input type="checkbox"/> Large Posters (24x36"): best for display cases/easel and day-of signage</li> </ul>	<b>Want to print on campus?</b> Visit University Printing at <a href="http://www.udel.edu/printing">www.udel.edu/printing</a>  <b>Where can you post printed material?</b> <i>At LCBE:</i> Posters can be displayed in Purnell Hall on bulletin boards and on easels. If you want your poster in the display case in PRN lobby, please stop by the Undergrad Advising office in PRN102. In Lerner Hall, you can post in the office window adjacent to the Atrium or on an easel in the lobby. Your event can be added to the CCTVs in both PRN and LEH. Please contact Kim Ragan at <a href="mailto:ragank@udel.edu">ragank@udel.edu</a> .  <i>Around Campus:</i> You will need to get them approved through the unit that maintains posting location. A list of posting locations and procedures can be found on the Posting policy at <a href="http://www.udel.edu/usc/includes/pol/posting.html">www.udel.edu/usc/includes/pol/posting.html</a> .
<b>Word of Mouth</b>	No one will know you're hosting an event unless you let them know! Flyers are a great first step, but promoting in person can also be very effective! <ul style="list-style-type: none"> <li><input type="checkbox"/> Spread the word during another event hosted by your group</li> <li><input type="checkbox"/> Hold an event specifically for the purpose of promoting your upcoming event</li> <li><input type="checkbox"/> Tell your friends and encourage them to invite others.</li> </ul>	<b>Creative Marketing</b> Think of new creative ideas to help promote your event, reserve a kiosk in the StUDent Centers or hand out candy as people are walking to and from class.
<b>Leave Campus</b>	If your event is open to the public, advertising off campus is a great way to share your event with the public! Here are some suggestions for businesses to contact: <ul style="list-style-type: none"> <li><input type="checkbox"/> Main Street Shops</li> <li><input type="checkbox"/> Bus Stops</li> <li><input type="checkbox"/> Local Supermarkets</li> <li><input type="checkbox"/> Off-Campus Apartment Complexes</li> </ul>	<b>Want to reach beyond the Newark Community?</b>  If you have the budget, paid advertisements make a smart investment.
<i>Not every advertising avenue is appropriate for every event, or for every organization. Use this as a guide to find out what works best for your event. For additional information for advertising, visit: <a href="http://www.sites.udel.edu/advertise">www.sites.udel.edu/advertise</a></i>		



<b>POST EVENT ASSESSMENT</b>	<b>1 DAY – 1 WEEK POST EVENT</b>
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Did we meet the goals of the program?	
What was the attendance at the event?	
Did we stay within budget?	
Did we have enough volunteers for the event?	
Did we have enough volunteers for set-up and clean up?	
Top 5 things we did the best for this event: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____	Top 5 things we need to change for next time: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____
Would we do this program again?	
Did we present a professional program?	
Did we get out anticipated attendance?	
Did we advertise the best we could?	
How did we enhance the image of our club through this event?	How did this program allow us to grow as a groups, leaders and officers?
Do we need to change any strategies?	Any additional notes:

<b>ALMOST DONE!</b>	
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|---|
| <input type="checkbox"/> Send "Thank You" notes/emails to those who helped you with your event (advisor, event staff, guest speaker/performer and volunteers) |
| <input type="checkbox"/> Create a resource binder for the next person (per event)   |