

WKU CAB EVENT PLANNING CHECKLIST

9 WEEKS BEFORE THE EVENT

- Determine the purpose of the event
- Determine event sponsors
- Choose a tentative date
- Choose & check availability of event venue (consider restrictions – no smoking, seating capacity, etc.)
- Identify the intended audience and reach
- Establish initial budget
- Decide on and check availability of performers, DJs, speakers, etc.

8 WEEKS BEFORE THE EVENT

- Propose the event to your committee
- Propose the event to the CAB Leadership Team
- Finalize the date, time and location of the event
- Begin contracting process with vendors if needed.
- Reserve space & review special facility requests (ex. Early morning, late night, audio, visual etc. Consider extra cost.)

7 WEEKS BEFORE THE EVENT

- Meet with catering for food and beverages (See special guidelines for alcoholic beverages)
- Finalize and reserve audio/visual equipment
- Order prizes and souvenirs
- Reserve security, if needed
- Arrange for transportation (if needed)
- Arrange for visitor parking (if needed)
- Decide on a theme and title of the event
- Request contract from vendor

6 WEEKS BEFORE THE EVENT

- Meet with VP for Public Relations and develop an advertising and publicity plan
- Confirm contract return to vendor for countersign
- Design/have designed all graphics(print media, banners, handbills etc)
- Request contract requirements/request

5 WEEKS BEFORE THE EVENT

- Notify relevant media/advertising outlets about the upcoming event
- Proofread advertising (including for copyright matters)
- Walk through venue
- Create and review security plan for event(police/security locations, EMTs, secure areas, emergency plans etc.)

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4 WEEKS BEFORE THE EVENT

- Submit final request to all vendors (catering, police, production etc)
- Order any items that must be ordered (flowers, banners, balloons, special napkins & plates, plaques etc)
- Create event layout and staff plan
- Begin advertising campaign
- Begin "show advance" with performers
- Begin "day of show schedule"(DOS)

3 WEEKS BEFORE THE EVENT

- Begin recruiting event staff.
- Organize CAB Event Staff for event
- Submit detailed event progress report to CAB Leadership Team & CAB General Membership

2 WEEKS BEFORE THE EVENT

- Finalize "DOS"
- Finalize "show advance"
- Finalize and confirm all vendor request and timetables (ie catering arrival time, menus, set-up time, venue request)
- Host event staff meeting

1 WEEK BEFORE THE EVENT

- "Street Team" Marketing begins (if planned)
- Host final pre-event event staff meeting and venue walk-through (preferably the day immediately before event)
- Organize and prepare for transport all items needed for event
- Confirm all vendors, performers, and venue(preferably the day immediately before event)

DAY OF EVENT(DON'T PLAN OTHER THINGS AROUND YOUR EVENT)

- Check facility set-up
- Set-up central event management position.
- Settlement with performers **AFTER** the event

WEEK AFTER THE EVENT

- Send thank you notes
- Reconcile all invoices
- Meet with the your committee to evaluate the event.