



Program Planning Checklist

~ A necessity for a TERRIFIC event!

Program Name: _____ Date: _____

Location: _____ Time: _____

4-6 Weeks Before Program (ideal program planning time, especially for larger events!!)

- Read 3 Weeks Before the Program: all of these activities should be completed in the 3-6 week time frame. However we recognize that most events are planned in a very short time and if this is your case, skip ahead!
- Decide where your funding will come from.
- Consider other organizations and departments that might have a similar interests and wish to cosponsor.

3 Weeks Before Program (although, the more time you have to plan the better!!)

- Make sure that the organization has approved the program and its proposed budget.
- Book your location through VEMS. Do you need a staging area? Dressing room? Is it outside, do you have a rain site? Don't forget to order technical services, and special setups.
- Review budget and start Event Spending Worksheet.
- Do you need a contract or are they sending one to you? **Don't ever agree to a contract on your own or you could be personally liable for the commitment you think that you have made on behalf of the student organization.** Contact University Activities immediately for assistance. We will help you process a contract or UW System rider and get all your other paperwork in order (hotel, transportation, etc). **Use the Pre-Contract Planning Sheet.**
- Do you need special parking for the community? Or loading privileges – contact Parkside Police (Tallent Hall).
- Contact University Activities to get a parking permit(s) for speakers and entertainers.
- Arrange hospitality with Catering Services, email catering@uwp.edu.
- Set up a 3-week marketing and promotion plan. Start marketing! Remember to review the Campus Promotions and Posting policies. Go to www.uwp.edu keyword: university activities.
- Need some promotion designed? Use the Student Designer in University Activities (Student Center, L104), it's free! Complete a Student Organization Promotion Request and submit it; and remember to pick it up.
- Take posters, flyers and table tents to University Activities for distribution.
- Need tickets? Go to University Activities to place your order.
- Contact the *Ranger News* to get an article and program information in next newspaper edition.
- Are you stuck? Not sure what to do or need some advice? Stop in and see Tony or Steph in the University Activities office for help – don't delay, go today!
- Showing a movie? Check the Motion Picture Guidelines and obtain authorization from University Activities.
- Major Status Organizations: complete the pre-program evaluation on-line at University Activities website.
- Let WIPZ Radio and *Ranger News* know about your event so they can help with your promotion efforts.
- _____ (add task)
- _____ (add task)
- _____ (add task)
- _____ (add task)
- _____ (add task)

2 Weeks Before Program

- Painting the Bridge windows or need a table to promote your event? Use VEMS to make your reservations and pick up the markers from University Activities.
- Want to chalk the sidewalk – complete a form in University Activities.
- Have posters, flyers, and table tents printed and get these out.
- Submit your event to the Event Submission Form (UW-P website, keyword: university activities) to get your information on the University website and to the campus Public Relations Director.... It's one easy step!
- Need a display case? Reserve a case by the Women's Center; sign up in University Activities. Start putting a display together that is creative and eye-catching!
- Need a cash box or cash bag? Reserve one in University Activities.
- Confirm catering, contract, technical needs, room reservations and hosting details.
- Drop off your promo at University Activities to be enlarged to a ProImage poster (23 x 31" newsprint, \$3 per poster).
- _____ (add task)

Week of the Program

- Update the Event Spending Worksheet.
- Confirm your organization's hosts for the program. Hosting is very important to your program and your guest ~ you are not only putting your organization's reputation out there for folks to see, but also the University's ~ put our best foot forward!
- Do troubleshooting with organization members over final program details.
- Need assistance on anything else or troubleshooting? Contact University Activities ~ that's what we are here for!
- Complete final marketing plan tasks including the day-of marketing blitz!
- Put together handouts and program for event.
- _____ (add task)

Day of the Program

- Double-check setups and hospitality prior to all your guests arriving.
- Putting out balloons? Pick up the helium nozzle in University Activities (and they have an assortment of balloons too).
- If a check is being presented to entertainer/presenter, pick up from University Activities. Complete Check Verification Form with the guest and return the form to University Activities.
- Have host or MC introduce program, along with upcoming events and recruit new members.
- Have evaluations on hand to gain feedback from your participants and committee.
- Clean up after program.
- _____ (add task)

Day After Program

- Send thank-you letters to presenter/entertainer, volunteers and other people who have been particularly helpful.
- Evaluate: information discussion with organization members, share feedback about program and write up a formal evaluation.
- Major Status Organizations: complete the post-program evaluation online at University Activities website.

Have Fun and a Great Event!