

~Parkside Event Planning Checklist~



Come up with an idea (3-5 weeks prior to program)

- What do you hope to accomplish?
- What population will your event or activity attract?
- Does the event reflect your group's mission? If not, what are some downfalls or benefits to this?
- Does this event have any safety concerns? Should you contact CA&E before proceeding?
- Consider other organizations/departments that might wish to co-sponsor the event.

3 weeks before program- but sooner the better!

Choose a date and reserve a room/space

- What other events are going on this week? Is there a conflict?
- Does this date give you enough time to plan and/or fundraise?
- Can you get a room on your desired date? The Ballroom and Den are sometimes reserved for weeks or even months out. Room reservations are made through VEMS or the Conference & Events Office, STCR L209.
- For outdoor events, be sure to also reserve an indoor space in case of inclement weather!
- Consider your Audio/Visual needs and update your reservation accordingly.

Budgeting

- Is the event cost effective? If it is a fundraising event, will it yield a desirable profit?
- If costs are too high, could you collaborate with another Student Org or Department?
 - o How much is each group willing to give of their budgets toward the event?
 - o Create a written agreement about which group will take on specific responsibilities and costs.

Event Details

Having food?

- You are required to work with Dining Services, our campus caterer: catering@uwp.edu

Need items for your event?

- Complete necessary order forms in Campus Activities & Engagement.

Bringing an entertainer/speaker/musician to campus?

- 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 you have made on behalf of the student organization.**
- Complete a Check Request Form early (no later than two weeks prior to the event date) so payment can be ready on the day of the show.

Showing a movie?

- Work with CA&E to secure the movie rights through our contract. (You cannot bring your own copy)

Having a raffle or giving away prizes at the event?

- Check with Campus Activities & Engagement to make sure WI State laws are followed.

Other details:

- Need tickets? Talk to Campus Concierge for assistance and complete University Ticket Request.
- Contact CA&E to get a parking permit(s) for speakers and entertainers.
- Are you stuck? Not sure what to do or need some advice? Stop in Campus Activities & Engagement (STCR L104) for help- don't delay—go today!

2 weeks before program!

Advertising your Event

- How much money are you willing to allocate for advertising? Place order through Creative Services and/or make a banner in the Promo Room in the Student Involvement Center.
- What methods are you going to use to advertise?
 - ★ Painting a bridge window or table- use EMS Web to make your reservations and pick up markers from CA&E.
 - ★ Digital Signage- Scala – email to
 - ★ Submit to Midnight Ranger
 - ★ Post on Campus Connect, Facebook, and other social media sites
 - ★ Have posters, flyers, and table tents printed and put around campus in accordance to the Campus Posting Procedures – All must have the Parkside logo in addition to organization name.
 - ★ Let WIPZ Radio and Ranger News know about your event so they can help with your promotion efforts.
 - ★ Word of mouth!
- Need a display case? Reserve the Student Center Art Display Case or Trophy Case in CA&E. Start putting a display together that is creative and eye-catching!

Other Details

- Confirm catering, contracts, technical needs, room reservations and hosting details.
- Sidewalk chalk is available in CA&E.
- Will you need a cash box or cash bag? Reserve one through CA&E.

Week of the Program

- Update your Event Spending Worksheet/Budget.
- Do troubleshooting with organization members over final program details/coverage during event.
- Complete final marketing plan- including the day-of marketing blitz!
- Need assistance on anything else or troubleshooting? Contact Campus Activities & Engagement ~ that's what we are here for! Can't stop in, email us at activitiesengagement@uwp.edu.

Day of the Program

- Double-check set-ups and catering prior to your guests arriving.
- Social Media teasers
- If a check is being presented to entertainer/presenter, pick up from CA&E. Complete Check Verification Form with the guest and return the form to CA&E.
- Have a 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. (See CA&E for example)
- Clean up after program.

Day after the Program

- Send thank-you letters or email to presenter/entertainer, volunteers, and other people who have been particularly helpful.
- Evaluation: information discussion with organization members, share feedback about program and write up a formal evaluation. Put in the organization file for review at the next event or to share when transition to new officers.

Have Fun and a Great Event!