

# Complex Event Planning Checklist

<http://www.mtsu.edu/studenteventplanning>

Use this basic checklist to assist your group in planning a successful event. Remember, we may not have all of the specifics that your event requires on this sheet, so brainstorm prior to starting your event planning to make sure everything gets covered!

Name of Event: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Time of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

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## General Rules & Regulations for Student Organizations

### BRAINSTORMING (120 days out)

- Will the event work?
- How many people do you need to make the event happen?
- Does the event serve a need previously not met on campus?
- Do we have the resources (man power, budget, facilities) to make it happen?
- What measures are you taking to ensure you can pay your performers and service providers up front?
- What is the anticipated attendance?
- What venues would work for the event? [Contact Event Coordinator](#) for ideas and availabilities.
- If there is a potential venue available, put at tentative hold on the space by contacting the [Venue Event Coordinator](#).
- Are there other events scheduled that will compete with your idea/event?

### BUDGETING (90 days out)

Member(s) in charge: \_\_\_\_\_

- See [sample budget planning sheet](#)
- Contact [event service providers](#) for estimates
- [Check Guidelines to request Student Activity Fees](#)
- [Check Student Activity Fee Request Form](#)
- Are you prepared/do you have the funding to pay any potential required deposits?

### SCHEDULING (60 days out)

Member(s) in charge: \_\_\_\_\_

- If not already completed, talk with [appropriate room/space scheduler](#):
  - What size room do you need?
  - What kind of tech needs do you have?
  - What can you afford?

- If not already done, and complete [required paperwork](#) for space/venue requested.
- Have you received your event/space confirmation? If not, check on status with [appropriate room/space scheduler](#).
- Contact your performer(s) and vendor(s) (if applicable) and schedule performance date. Be sure to use due diligence when negotiating and signing contracts.
- Schedule a meeting to go over your [technical](#) needs and room setup/needs. Request [table\(s\)](#), [tent\(s\)](#), [chair\(s\)](#), etc.
- Request [catering/food needs](#).
- Discuss Public Safety/Security needs with venue event coordinator.
- Work with Venue Event Coordinator to determine fire code capacity and develop plan for headcount and crowd control issues as necessary.
- Determine ticket distribution/sales options
- Schedule the travel arrangements for your performer (if necessary), including ride to/from the airport and/or hotel.
- Book hotel and/or make dinner reservations for your performer.
- Determine needs for [VIP/distinguished guests and flag etiquette](#)
- Determine staff and security access/credentials
- Again, review for any competing events

**FORMS** (see Student Orgs [President's Manual](#) to determine if you need any of these permits for your event)

Member(s) in charge: \_\_\_\_\_

- [Application to Bring Food on Campus](#)
- [Application for Use of Facilities](#)
- [MT Catering](#)
- [Outdoor Amplified Sound](#)
- [Banner Reservation Form](#)
- [Fundraising Form](#)
- [Application for Use/Rental of PA](#)
- [Student Programming Co-Sponsorship Form](#)
- [Request for Production Services](#)
- [Greek Dance/Party Form](#)

### ADVERTISING (45 days out)

Member(s) in charge: \_\_\_\_\_

- Postering/Flyers
- Banners and other forms of outdoor advertising
- E-mailing campus listservs & Pipeline announcements
- Murphy Center Marquee
- MTTV
- Sidelines
- WMTS
- Residence Life Movie Channel
- Sample Press Release (Media Relations)
- Table/Literature distribution
- What other forms of marketing are needed?

