**Factors to Consider**

**Date**
- Consult the academic calendar
- Find a convenient day for members
- Check on facility availability & Location
- Project attendance

**Determine the program needs**
- chairs
tables
lighting
sound
stage
open space
cooking area
ticket booths

**Time**
- Consider campus culture.

**Budget**
- Project all expenses and incomes.
- Stay on budget.
- Brainstorm additional sources.

**Entertainment Value**
- Determine the entertainment type.
- Research local/national possibilities.
- Contact and negotiate.

**Food**
- Determine food needs.
- Design a menu.
- Make arrangements.

**Publicity**
- Consider all publicity possibilities.
- Target your audience.
- Design your promotion to fit theme.

**Other**
- Cover all aspects of the program-- including travel arrangements, postage, decorations, cleanup, security and volunteers, etc.

**Evaluate**
- Do an evaluation of the program at the next meeting.
- Determine if you have accomplished your program goals.
- Record results for future planning.
- Prepare a financial statement of actual expenditures.
- Send Thank You notes to appropriate people.

**Backward Planning**
- Make a list of tasks that must be completed before the program including publicity & advertising pieces, space reservations, and travel arrangements/accommodations.
- Using a calendar, start with the last task before the program and write it on your planning calendar.
- If there are component tasks, which need to be completed by specific dates, work backwards with them and plug them into the calendar.
- After all deadlines are decided upon, delegate tasks to team members.

**Event Planning**

**Three-Week Checklist**

**Room/Equipment**
- Room set up arranged (chairs, tables, trash cans, etc.)
- Equipment rented (sound, tv/vcr, overhead, etc.).
- Door control/security arranged.

**Publicity**
- Posters, fliers, table tents, etc printed.
- Press Release sent to media.
- Ad to Metropolitan.

**Food**
- Catering arrangements made.

**Program**
- Contracting process initiated through Student Activities.
- Sound and light checks set up.
- Set-up Clean up.
- Committees established for load in/tear down.

**The Day Of The Program**

**TROUBLESHOOT!**
- Room/Equipment.
- Come early to check on room arrangements and setup.
- Greet sound/light crew.

**Food**
- Greet catering staff and double check order and bill.

**Program**
- Greet speaker(s).
- Prepare a brief introductions welcoming the audience and promoting your group.