



CENTER FOR
STUDENT ORGANIZATIONS &
LEADERSHIP DEVELOPMENT
Inspire • Challenge • Connect

Event Planning Checklist

PRE-PLANNING

Will you be spending money on this event? <i>If yes, review the section on finances in the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will you be collecting money at your event? <i>If yes, review the section on finances in the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will your event have ticket sales? <i>If yes, review the section on ticket sales in the fundraising section of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will you be serving or handling any type of food product at your event? <i>If yes, review the section on events with food in the event planning section of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will you be showing a film or video? <i>If yes, review the section on copyright in the event planning section of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you contracting services or a speaker from a non-university entity? <i>If yes, review the section on contracts in the finances or event planning sections of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you planning on advertising your event/program on campus? <i>If yes, review the section on publicity in the event planning section of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you traveling for this event? <i>If yes, review the section on travel in the risk management section of the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have you thought about risks associated with the event and your plan to avoid them? <i>If yes, review the section on risk management in the student organization guidebook.</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No

RESERVING SPACE – *Review the event planning section of the student organization guidebook.*

- To reserve space on campus, visit <http://www.stcloudstate.edu/csold/studentorganizations/Reservingspaceoncampus.asp> for information on the reservation process.
- For other space reservations on campus, contact Buildings & Grounds Management at 320-308-3166.

TRAVEL – *Review the risk management section of the student organization guidebook.*

- Have all drivers and potential drivers taken the [vehicle user agreement](#)?
- Reserve at vehicles are through Buildings & Grounds, Campus Recreation, or Atwood Memorial Center
- Turn in a [travel roster](#) to your Adviser and Buildings & Grounds (if that is where you reserved your vehicle) prior to your travel

BUDGETING – *Review the finances section of the student organization guidebook.*

- Create your budget including anticipated income sources and expenditures
- Submit the [1400 form](#) to make payments or for reimbursements
- Consider collaborating with another organization to share in the costs and to reach a wider audience

COLLECTING MONEY – *Review the finances section of the student organization guidebook.*

- Contact 320-308-4084 to reserve a cash box for your event free of charge
- Atwood Vault: contact Maxine Buttweiler at 320-308-4084 or visit her office behind the Atwood Information Desk in AMC 169 to ask about storing

money the organization collects in the Atwood vault at the end of the day (if the Business Office is open, it is recommended the group deposit the money into their 900 account immediately after the event).

- Determine the price per ticket/product/etc.
- Determine who and when/how often will deposit the money collected from the event (must be deposited into an on campus account and it is recommended that the money is deposited at the end of each sales date)

TICKET SALES – Review the finances section of the student organization guidebook.

Contact the Manager of the Atwood Information Desk at 320-308-4085 for information and fees for selling tickets through SCSU Tickets. Also ask about reserving a cash box for your sales free of charge.

- Set ticket price
- Determine number of tickets available
- Set date ticket sales begin/end
- Determine ticket sales locations and reserve the space is needed
- Determine who and when/how often will deposit the money collected from ticket sales (must be deposited into an on campus account and it is recommended that the money is deposited at the end of each sales date)

FOOD SERVICE – Review the fundraising and event planning sections of the student organization guidebook.

- For on campus events, contact Sodexo at Sodexo@stcloudstate.edu or 308-2286.

COPYRIGHT – Review the event planning section of the student organization guidebook.

For use with copyrighted material (e.g., films, movies, character names or likenesses), a license may be required.

- Review <http://www.stcloudstate.edu/atwood/policies/documents/Face-to-FaceTeachingExemption.pdf> or <http://www.stcloudstate.edu/atwood/policies/documents/CopyrightBrochure.pdf> or contact CSOLD before holding an event like this for more information on proper procedures.

CONTRACTING A PERFORMER OR SPEAKER – Review the event planning or finances sections of the student organization guidebook.

Even if your speaker/service is offering to present for free, it is recommended you make a contract to provide a measure of accountability.

- Contact performer/speaker and find out available dates.
- Complete a contract: <http://www.stcloudstate.edu/csold/studentorganizations/documents/ContractInformationSheet.pdf>. CSOLD staff members are available to assist you with this process. This must be done before the event and takes a few days.
- Make travel arrangements, if necessary. It's highly recommended that travel costs are included in honorariums and that speakers/performers make their own travel arrangements.
- Figure out where the speaker will park and let them know.

PUBLICITY – Review the event planning section of the student organization guidebook.

Creating your publicity:

- CSOLD offers supplies at the Resource Desk and work room (buttons, posters, table tents, invitations, flyers, etc.)
- Request materials from speaker/performer if applicable
- Print posters, flyers, etc. can be completed through Copies Plus and charged to the organization's account

Posting your publicity:

- Atwood Memorial Center: visit Atwood's web site at www.stcloudstate.edu/atwood for information on all options for advertising in the building
- Student Organization Mailboxes: put information in their mailboxes (no permission required)
- Residence Halls: Contact the Department of Residential Life for approval at 320-308-2166

ASSESSMENT/EVALUATION – Review the event planning section of the student organization guidebook.

- Develop a survey or evaluation tool that asks questions that the organization wants to know the answers to
- Determine how the survey will be given out
- Review and present the survey results to the organization membership and use that information to make recommendations and plans for future events.