



Event Planning Guidelines

Successful events need sufficient lead-time for planning and organizing...and sometimes that may require two years. You should use the following as a general guideline for your planning. The guide contains key elements to undertake when putting together your successful event at Skyline.

To create an event at Skyline College, please take the following steps:

- 1. Check the date on the college calendar for potential scheduling conflicts*
- 2. Book the venue or room, along with related services*
- 3. Contact the PIO office to talk about publicity and promotion*

Keep in mind that these are suggested elements and that some may not be applicable to your event.

One year:

- ✓ Set date and site for your event
- ✓ Develop goals and objectives for the event
- ✓ Develop the theme for event
- ✓ Draft version of revenue & expense budget. If this is a fundraising event, contact the Office of College Development, Marketing & PR.

Six Months:

- ✓ Negotiate facilities, services, and contracts
- ✓ Prepare Event time table
- ✓ Construct a realistic budget for event. Building revenue sources is very important. Set event pricing.
- ✓ Leadership structure of event identified
- ✓ Specify staff responsibilities
- ✓ Create a plan for use of volunteers: how many needed & outline of duties
- ✓ Establish publicity plan in conjunction with Office of College Development, Marketing & PR
- ✓ Prepare press releases
- ✓ Design draft of invitation package & related materials
- ✓ Prepare guest lists
- ✓ Draft program and script
- ✓ Negotiate for special speakers
- ✓ Get lists of A-V equipment needed by all participants
- ✓ Negotiate with site and catering managers
- ✓ Solicit or purchase giveaways and/or souvenirs

Three Months:

- ✓ Clarify details and instructions for menus, receptions
- ✓ Arrange site layout, sound & decorating
- ✓ Complete in-kind solicitations
- ✓ Prepare checklist for items & people you need at event
- ✓ Arrange for a photographer
- ✓ Arrange for recording/taping
- ✓ Finalize design for invitation, program & materials

Two Months:

- ✓ Event invitations mailed
- ✓ Monitor invitation response
- ✓ Fine tune event schedule
- ✓ Fine tune event program timeline

One Month:

- ✓ Make or order final visuals
- ✓ Order necessary signage
- ✓ Alert press if coverage is desired
- ✓ Make detailed arrangement charts
- ✓ Arrange for last minute reproduction of papers, handouts, if needed
- ✓ Confirm all agreements in writing with speakers, suppliers, etc.

Two Weeks:

- ✓ Assemble checklist & materials for event
- ✓ Prepare releases for invited media
- ✓ Arrange for any VIP transportation, such as out-of-town invited speaker pickup at airport
- ✓ Reconfirm all arrangements with suppliers (food, shipping, audio-visual, etc)
- ✓ Set seating charts if needed
- ✓ Schedule any rehearsals needed

One Week:

- ✓ Prepare name badges
- ✓ Order any VIP amenities

Two days:

- ✓ Go over your checklist
- ✓ Review plans with Leadership
- ✓ Check on arrival of all shipped materials and equipment
- ✓ Secure storage of materials and equipment
- ✓ Check handout materials
- ✓ Reconfirm photographer

One Day:

- ✓ Check weather report for possible effect on event
- ✓ Review plans with electrician and other facilities staff
- ✓ Arrange to meet speakers and special guests
- ✓ Distribute duplicate event setup plans to staff
- ✓ Final briefings to staff on responsibilities
- ✓ Finalize meal guarantee if necessary with caterer
- ✓ Dress rehearsal

Two hours:

- ✓ Check room/venue setup
- ✓ Check mikes and PA equipment
- ✓ Check A/V equipment
- ✓ Arrange handout materials for use
- ✓ Check for necessary personnel
- ✓ Check for signage in place

One Hour:

- ✓ Introduce invited speakers to other participants
- ✓ Check on place cards, if appropriate
- ✓ Check on recording/taping operator
- ✓ Check lectern light and stage props
- ✓ Give program participants any last minute instructions

After the event:

- ✓ Pay the bills
- ✓ Write thank you notes and send gifts
- ✓ Complete your expenditures and match to budget