**Hosting an Event Checklist**

* **Strategy**
	+ What is this event trying to accomplish?
	+ Who is the target group?
	+ If a Clarkson event, how does it fit into the Clarkson Values?
	+ Is this event annual or just a one-time event?
	+ Has this event happened in the past?
* **Date, time, location of event**
	+ What is the date of the event? Suggested Location?
	+ What time best suits an event of this nature?
	+ How do local trends, traffic, travel habits, and workdays affect the timing of this event?
* **Size of event**
	+ Ideal number for optimum guest experience and to achieve Clarkson goals
	+ Physical capacity of space, amount of available seating, comfort of the guests
	+ Budgetary limitations
* **Budget and Timeline**
	+ Who will cover what portion of costs? Who approves?
	+ Who will perform which logistical arrangements (i.e. catering, rentals, vendors, etc?)
	+ What deadlines must be established to ensure that event plans continue smoothly? How will anticipated travel and other conflicts impact those deadlines?
* **Contract and deposits**
	+ Make sure contract is executed and deposits are paid
	+ If a non-Clarkson group, secure proper event insurance from <https://tulip.ajgrms.com/> or from your local homeowner/auto insurance agent
* **Guest List**
	+ What criteria will be used to determine invitation list?
	+ Who pulls data from PeopleSoft (if applicable)?
	+ Is this an open event or invited guests only?
	+ If it is a private donor/alumni event (what is the involvement of faculty, Alumni or Donor relations)
	+ Is it an all-call, or a private donor event (involvement of Alumni group, or more strategic)
	+ Are elected officials or persons running for elected office been invited and has External Relations been notified to follow up on protocols and compliance requirements?
* **Invitations / Hold the Date / RSVP**
	+ Is there a written invitation or are they invited by email/another form
	+ Who is designing the invitation or email?
	+ Timeline for the invitations/reminders/save the date?
	+ Will the RSVPs dictate any of the other decisions?
	+ Who is the contact for the RSVP (how are they collected?)
	+ Is there a web link / landing page
	+ Are directions included?
* **Catering / Food & Beverage**
	+ Determine menu concept (light or heavy hors d’oeuvres? Meal served?)
	+ Any special themes relevant to the program?
	+ Aramark will work with you on the menu choices and timing of the event
	+ Make sure client is aware that Aramark is our preferred caterer
	+ Does anyone have food allergies?
* **Physical set-up**
	+ Where will reception be? Where will program be?
	+ Indoor or outdoor? Or both?
	+ If outdoor, is there a rain plan?
	+ Is there enough seating for program and/or dinner?
	+ Work with the events set up department to make sure room is set up correctly
	+ Will all guests be able to hear in this set-up or is a small sound system required?
	+ Podium and AV
	+ Clarkson branded event?
	+ Where will catering be staged and served?
	+ Is there room for check-in table near entrance?
	+ Coat racks needed? Where will they be located?
	+ Are there any physical challenges presented by the space or the layout
	+ Facilities or grounds keeping need to assist with set up?
	+ Will there be any handicapped guests or guests who need special help?
* **Décor & Signage**
	+ Will linens be required? Color & size? Work with Aramark
	+ Is any special signage required for the space?
	+ Any other needs for décor or special items like lights, flags, banners, etc.
* **Sound / Music / AV**
	+ Is there background music? Who brings? Live music? Trio, piano, etc.
	+ Any presentation? Sound imbedded?
	+ Using screen and projector?
	+ Microphones (type and number)
	+ Bringing a laptop or renting one? What type
	+ Technician needed onsite for event?
* **Parking/Directional Signage/Security**
	+ Is there sufficient parking space on property or around event for self-parking?
	+ Is there any outdoor directional signage needed?
		- If so, outdoor sign usage must be requested in advance and 13” tall by 22” wide, laminated signs must be created
	+ Inside signs? (free of charge)
	+ Is any security needed during the event?
* **Program**
	+ Host or President’s role: welcome, introductions, wrap-up
	+ Will there be a guest speaker?
	+ Length and style of program
	+ Is there a printed “Program” or “Menu”? What is the program about?
* **Photography/Media/Publicity**
	+ Photographer for the event? Campus or Hired
	+ Shot list, locations and time for anything formal or staged for publicity
	+ Lighting or other setup requirements. Walk-thru prior to event.
	+ Local media or publicity?
* **Registration / Welcome / Staffing**
	+ Table, linen, branding needed?
	+ Who has guest list?
	+ Nametags? Blanks for onsite?
	+ Any guest giveaways with arrival packet?
	+ Clarkson promo pieces available? Who brings?
	+ How many staff will there be for check in, welcome?
* **Briefing Packet / Itinerary (2 weeks advance)**
	+ Who does briefing packet? Itinerary?
	+ Notes on donors, strategic guests
	+ Evening program outline, introductions necessary
* **Follow – up Post Event**
	+ Thank you’s
	+ Report: Successes, areas for improvement, final guest count, budget, etc.
	+ Surveying guests on their experience