

Large Event Planner

Use this checklist to plan your event. Though each event is different, we generally recommend that for a large-scale event, you start at least **3-4 months** in advance. The checklist below is based on a 16 week planning timeline.

16 Weeks prior to your event...

- Select a date and time for your event (have backups.)
- Form a committee, of people who are interested in helping to make this event happen.
- Get estimates of costs related to set up, clean up, any staging or equipment costs, security, food, location fees, etc. Use the Budget Worksheet. **You must have an accurate idea of your expenses.** Evaluate your budget to determine how you can spend your money- make sure that you are communicating often with your treasurer.
- [Select a location and reserve the necessary rooms](#) or other venues. Reserve a rain location if necessary.
- To bring a band/group, speakers, performers, DJs, and/or other entertainers, please refer to the section of the Eagle Source entitled, “Finding & Bringing an Artist to Emory” and the section entitled, “Next Steps.” Follow the steps outlined and consult OSLS for clarification, if necessary.**
- Once you have an accurate idea of the expenses, realize that if you will need to do significant fundraising, you must decide if this event can realistically occur as you have planned.
- If your artist is likely to be considered controversial, review the section of the Eagle Source entitled, “Controversial Artists” and make an appointment to discuss this with an OSLS staff member.**
- Decide if your event will be open to the Atlanta community or just the Emory community. (This may, or may not, impact the level of security present at your event.)

14 Weeks prior to your event...

- What is your plan for raising the additional funds needed? What will you do if the plan does not go as planned? Once you have submitted an offer, you must fulfill the contract, even if you cancel the event.
- After you've researched your Artist, make an appointment to speak to an OSLS staff member. He or she will ask you about the details of your event and help determine if you are ready to submit an offer. **Please proceed to the steps below after an offer has been submitted and accepted!**
- Reserve staging and sound requirements and make arrangements (discuss all possible options with your advisor and Meeting Services). Consult OSLS to hire a production company, if necessary.
- Is your Artist supposed to meet with specific individuals on campus? If so, reserve a space for those meetings and inform all participants of the time and location of the meeting.
- If applicable: Make travel, food and lodging arrangements.
- Organize a complete timeline, including specific tasks for your event. Make sure that those tasks are delegated to other members of your organization and that deadlines are attached.

12 Week prior to your event...

- Invite your advisor to attend this event.
- Request any **departmental** co sponsorships necessary for your event to occur. In addition to money, what else can be contributed?
- Contact Campus Services (404-727-7468) for set up/clean up needs and any special furniture that you need. The organization is responsible for set-up, clean up and any applicable fees.
- If applicable: Inquire with your venue regarding food guidelines (Must you use their service? Can you bring in outside food?) Make all necessary food arrangements.
- Develop a comprehensive marketing plan- how will people find out about your event? Besides LearnLink flyers, what can you do to increase awareness about your event? When will each method of publicity be used?

8 Weeks prior to your event...

- Make sure you are still communicating regularly with your treasurer.
- Brainstorm “What if...” scenarios and make a plan for each. “What if the Artist cancels?” “What if it rains?” “What if fewer people than expected show up for the event?”
- The President’s Office should be informed of all high profile guests so that President Wagner may have the option to send a delegation to meet the Artist if they deem it necessary. Contact [Ms. Marion Dearing](#) (404.727.6013).
- Inform any academic departments that may be related to the subject matter of your event.

6 Weeks prior to your event...

- Contact Lt. Finley of the Emory Police Department (404-727-8005) to inform them of the event. If necessary, you may also request security guards for the event.
- If you would like the event to involve alcohol, please review the section of this guide entitled "Purchasing Alcohol". Submit your Event Registration form at this time to avoid a last minute rush.
 - Beware, alcohol increases the cost of your event, requires EmoryCard readers, security, and your advisor to be present when alcohol is served. Emory EMS may also need to be present. Student organizations chartered under College Council are not permitted to serve alcohol at any function.
- Contact campus media outlets such as, [The Emory Wheel](#), [Emory Report](#), [Office of University Media Relations](#), the Emory Events calendar and [WMRE](#).
- If applicable: give contracts to the appropriate office (OMPS, OSLS, OSFL or Residence Life) at least 6 weeks in advance.
- Request funding from other **student organizations**. If you'll need funding from College Council, submit your funding request bill. Funds requested from SGA must be requested at least 35 days in advance.

4 Weeks prior to your event...

- Submit check requests so that all bills & artists are paid on time. Artists are paid **AFTER** an event is complete.
- If you will have print publicity, t-shirts or tickets, make sure it goes into production now so that it's ready when you need it.
- Will you need special parking access or accommodations? If so, contact Parking Services at 404-727-7275.
- If applicable: Arrange ground transportation for your Artist(s)

2-3 Weeks prior to your event...

- Begin to publicize your event (LearnLink flyers, paper flyers, bulletin boards, table tents, banners, etc.) Try to use innovative means to inform people about your event.
- Order any food necessary at least 14 days in advance.
- If using tickets, review the DUC ticketing guidelines and the SGA guidelines for selling tickets.
- Create a schedule of tasks for each day of the "week of" your event; make sure that specific responsibilities are delegated to members of your organization.
- It may be wise to have one last logistical meeting to go over the order of events, security, and other details. Offices it would be wise to include: OSLS, EPD, Campus Services, Parking Services (if necessary), Emory Card office (if necessary) and any other offices who've been intricately involved with the planning for your event.

After your event...

- Send thank you notes to each department/organization that helped make the event possible. Be sure to include your advisor and members of your organization!
- Fill out a program evaluation once your event is over & make sure that it gets passed on to the appropriate person in your organization.

What is a large-scale event?

Large Scale Events include events within the ordinary scope of the student organization (e.g. lectures, debates, or other programs) which require a significant amount of additional planning and coordination. Your Advisor and a staff member from the [OSLS](#) should be involved in the planning of your large-scale event as well as attend any large-scale events that your organization plans. Make sure that your treasurer is involved with planning your event also.

These events usually involve a well-known lecturer or performer (who we will call 'an ARTIST') and also have an expected attendance of more than 250 people. Planning for such an event may require the signing of legally contracts. **Under no circumstances are students permitted to sign contracts on behalf of his/her organization or any part of Emory University.** It's important that you allow adequate time (**at least 6 weeks prior to your event**) to work with the appropriate office to get your contract signed.

Large-scale events require security. Artists who are considered high profile or controversial will likely require additional security. The leaders within the hosting student organizations must speak with the Emory Police Department **at least 6 weeks** before the event. This will help you budget for your event and ensure that your event can take place safely. For a large event, we recommend using the Large Scale event planner no less than **3-4 months** in advance.