

# Small/Medium Event Planning Checklist

Use this checklist to plan your event. Though each event is different, we generally recommend that for a small/medium event, you start at least **4-8 weeks** in advance. The checklist below is based on an 8 week planning timeline.

## 8 Weeks prior to your event...

- Select a date and time for your event and have backups.
- [Select a location and reserve the necessary rooms](#). Reserve a rain location, if necessary.
- Form a committee, if necessary, and delegate tasks. Organize a complete timeline of tasks specific to your event, including deadlines. Delegate these tasks to individuals.
- Evaluate your budget to determine how you can spend your money- use the budget worksheet! Make sure that you are communicating often with your treasurer.
- 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.**
- If you will be bringing a band/group, speakers, performers, DJs, and/or other entertainers- please use the/refer to the section of the Eagle Source entitled, “Finding & Bringing an Artist to Emory” and “Next Steps.” Consult OSLS for clarification, if necessary.**

## 6 Weeks prior to your event...

- Determine staging and sound requirements and make arrangements (discuss all possible options with your advisor and Meeting Services)
- Request any departmental co sponsorships necessary for your event to occur. In addition to money, what else can be contributed?
- Decide if your event will be open to the Atlanta community or just the Emory community. This may, or may not, influence the level of security present at your event.
- If applicable: Contact Campus Services (404-727-7468) for set-up/clean-up needs and special furniture. 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 any necessary food arrangements.
- If applicable: 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.

## 4 Weeks prior to your event...

- Request funding from other student organization. If you'll need funding from College Council, submit your funding request bill. Funds requested from SGA must be request at least 35 days in advance.
- Develop a marketing plan- how will people find out about your event? Do not depend solely on LearnLink flyers. Instead, think of innovative means to inform people about your event.
- Invite your advisor to your event.
- Contact campus media outlets such as, [The Emory Wheel](#), the Emory Events calendar and [WMRE](#).
- Inform any academic departments that may be related to the subject matter of your event.
- If applicable: 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 applicable: give contracts to the appropriate office (OMPS, OSLS, OSFL or Residence Life) at least 4 weeks in advance.
- If applicable: arrange travel and lodging for your Artist.

## 2-3 Weeks prior to your event...

- Begin to publicize your event (LearnLink flyers, paper flyers, bulletin boards, table tents, banners, etc.)
- Order food from the campus dining 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 committee.
- Confirm all plans for your event (location, food, etc.)
- Will you need special parking access or accommodations? If so, contact Parking Services at 404-727-7275.
- Submit check requests so that all bills & artists are paid on time.

### After your event...

- Fill out a program evaluation form & make sure that it gets passed on to the appropriate person in your organization. This sort of record keeping will ensure success within the organization, even after you are gone!
- 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!

#### How do I know if my event is a small-scale event?

**Small Scale Events** include fundraiser events, workshops, training activities, tabling for recruitment and information distribution, trips for members of your organization, and/or performance showcases. These events usually take 2-4 weeks to plan. Make sure that your treasurer is involved with planning your event. Use the **Small/Medium Scale Event Planner** & the **Budget Worksheet** to assist you in the creation of a successful event!

#### How do I know if my event is a medium-scale event?

**Medium scale events** require some security and will have at least 150, but not more than 250, people in attendance. Planning for a medium sized event can be aided by using the **Small/Medium Scale Event Planner** & the **Budget Worksheet**. Make sure that your treasurer is involved with planning your event.

Planning for such an event may require the signing of legally binding 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 4 weeks prior to your event**) to work with the appropriate office to get your contract signed. Only individuals in those offices may sign a contract for a student 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 Adviser 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.

These events usually involved a well-known lecturer or performer (whom we will call 'an ARTIST') and also have an expected attendance of more than 251 people. Planning for such an event may require the signing of legal contracts. **Under no circumstances are students permitted to sign contracts on behalf of their 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.

Planning for an event of this size usually requires work to begin at least 12 weeks (possibly more) prior to the event. **Work with a staff member from the OSLS to help make your event a success. Please see our Large Scale Event Planner & Budget Worksheet to get started working on your event.** For a large event, we recommend using that planner no less than **3-4 months** in advance.