Event Planning Checklist

	Step 1: Determine Key Event Information
	Name of event:
	Event objective/purpose:
	Event sponsor or organizer (committee, group, or department): ● Designate one main contact
	Event type (ex. workshop, fair, open house, panel discussion):
	Short description of what attendees can expect as part of the event/why should they attend:
	Target audience/total number expected: ● Current students? ● Faculty/staff? ● Prospective students? ● General community? ● Dignitaries/VIPs?
	Determine budget: ● How much will the event cost (including printing, table/chair rentals, food, additional staff time, police coverage, etc.)? ● Work with supervisor/manager to Identify source of funds ● If needed, assign budget account codes (work with Business Services Office, (916) 608-6549)
	Speaker(s)/Performer(s): ● Confirm their availability and cost if applicable ● Request short bio and digital photo for promotional materials
	Preferred day and date (check calendar for potential conflicts and holidays):
	Start and end time (consider class times and travel time for participants/guests):
	Campus and room/area location:
	Is a rain plan needed (prepare for inclement weather)?
	Notify appropriate administrator of event (President, Dean, Supervisor, etc.):

	Step 2: Arrange Event Logistics

	Reserve room/area:
	● Visit the Facilities Office website to get started.
	● Include event set-up requirements:
	    o Date and time of event
	    o Room/seating/tables/stage set-up (diagram is helpful)
	    o How many chairs and/or tables are needed?
	If you have questions, email arcfacilities@arc.losrios.edu or call (916) 484-8300.

	Technology: Will your event utilize technology? ● For A/V (Audio/Visual), visit the Audio Visual Services website. ● For IT (Computer Support & IT), complete an IT Support Form.
	Will food be served? ● If so, remember to consider possible dietary restrictions. ● Comply with all District contracts/policies/regulations related to food and beverage ● If alcohol will be served (for limited events), file the proper forms to ARC President Melanie Dixon at dixonm@arc.losrios.edu, CCing the President's Administrative Assistant Sue McCoy, at mccoys@arc.losrios.edu *Note:* Fundraisers must be approved by the Chancellor's Office 45 days prior to the event. Special Events require Board approval prior to the event.
	Security: ● If the event includes elected officials (Governor, Senator, Assemblymember, Secretary of State, etc.), is controversial in nature, or is anticipated to have a large number of guests, please let the Los Rios Police Department and Community Relations Office (ARC_PIO@losrios.edu) know. ● If attendees/VIPs will be bringing their own security or require a security walkthrough, please include their point of contact and their security request when contacting Los Rios Police and the Community Relations Office.
	Parking: ● If there are any special parking needs (special permits for participants/attendees, spaces reserved, etc.) contact the Los Rios Police Department.
	Accessibility: ● Accessible seating needed (ex. wheelchair, walker)? If so, identify and arrange. ● Accessible ADA restrooms ● Other needs (ex. sign language interpreters)? If so, identify and arrange. ● Special parking spaces needed? If so, see "Parking" above.
	Decorations, if needed (ex. flowers, linens, flip charts on easels):
	Gifts for participants or giveaways, if needed:

	Step 3: Event Publicity/Printed Materials
	Determine how you want to market the event (ex. flyers, email, social media posts).
	Request event promo (website calendars, student and employee e-newsletters, and social media): ● Complete the Marketing & Website Support Request Form (*Note:* Please complete the form at least two weeks prior to the event to allow enough time for promotion. Earlier is always better!) For questions, contact the Community Relations Office, ARC_PIO@losrios.edu.
	Create printed/digital materials (*Note:* Graphic Design Services can also be requested when completing the Marketing & Website Support Request Form. Please allow at least two full weeks for project design and completion, not including printing time. Earlier is always better!): ● Social media, newsletter, and web graphics ● Save the date ● Flyers/Posters ● Invitations (RSVP needed?) ● Programs ● Reserved signs ● Directional signs ● Handouts ● Name badges ● Panelist tent cards
	Have materials printed: ● Visit the Printing Services Digital Storefront to order printed materials. (*Note:* Please allow at least one week for completion. Earlier is always better!) For questions, contact Printing Services at (916) 484-8562 or ARCPTS@arc.losrios.edu.
	Advertise event: ● Put up flyers and posters around campus (*Note:* Post only on designated posting boards. <u>Do not</u> post on windows, doors, or walls.) ● If you submitted the Marketing & Website Support Request Form earlier in this checklist, the Community Relations Office will handle promotion via the websites, student and employee newsletters, and social media, as appropriate. For questions, contact the Community Relations Office, ARC_PIO@losrios.edu.
	Determine who will be photographer for the event: ● If photos will be shared on social media or in other materials, please post signage at event entrances notifying participants that photos are being taken (signage available from the Community Relations Office, ARC_PIO@losrios.edu).

Step 4: Day of Event	
	Prior to event: ● Create agenda/timeline of events (including who will introduce or moderate) ● Confirm speakers/participants (include set-up/breakdown times, map, parking information) ● Designate guides for speakers/VIPs (if needed) ● Check set-up of room/area ● Check catering ● A/V run through (check podium, computer, etc.) ● Dress rehearsal (if needed) ● Decorate (if needed) ● Place water for speakers ● Place programs, reserved signs, panelist tent cards ● Put out directional signage ● Put out photography release signage
	15 minutes prior to event start: ● Make sure set-up is complete ● Have participants at appropriate stations and ready to go
	End of event: ● Collect remaining paperwork, lecture notes, programs, etc. ● Take down directional signage/photography signage ● Take down any flyers/posters promoting event

Step 5: Event Wrap-Up	
	If appropriate, email brief event recap and high-quality photos to the Community Relations Office, ARC_PIO@losrios.edu, for marketing consideration (newsletters, social media posts, etc.).
	Event debrief with key event planners (can be done in person or via email): ● Was the event successful? ● What was done well? ● What could be improved upon? ● Recommendations for future events?
	Finalize budget
	Thank you notes