

ESU Event Planning Checklist • The following timeline and tips will aid in the success of your event.

Pre-planning	4 – 5 months in advance	<ul style="list-style-type: none"> • Define specific goals of your program (cultural, educational, social, community service, fundraising, etc.) • Divide responsibilities within your group and with other groups when appropriate. • Determine the budget including catering, linens, speaker fees, printed materials, etc. • Think about logistics (event locations, date, setup, audio/visual needs, etc.) If you need help deciding on a location, please contact Conference Services at 570-422-3061. • Start a contract if required by Procurement and Contracting (570-422-3203) or SAA (570-422-3291). Contracts may take six to eight weeks for processing.
Logistics	2 – 3 months in advance	<ul style="list-style-type: none"> • Schedule a room and have your event included on Master Calendar using Virtual EMS, esu.edu/vems. (Be sure to update your event listing on the calendar as details become available.) • Consider audio/visual needs, signage and any other requirements and request through Virtual EMS as appropriate. If you have any questions, please contact Conference Services at 570-422-3061.
Participants	2 – 3 months in advance	<ul style="list-style-type: none"> • Request the president’s attendance and/or participation at esu.edu/presidentattend (2-3 months’ notice is recommended; 3 weeks required) • Request additional/alternate administrators’ attendance: Provost Joanne Bruno, contact lcruz@esu.edu. VP, Administration & Finance, Ken Long, contact smosher@esu.edu. VP, Student Affairs, Doreen Tobin, contact lokane@esu.edu. VP, Enrollment Management, David Bousquet, contact jcounts@esu.edu. VP, Economic Development & Research Support, Mary Frances Postupack, contact sgrant5@esu.edu. Dean, Arts & Sciences, Peter Hawkes, contact sprutzman@esu.edu. Dean, Business & Management, Tribhuvan Puri, contact dmostellar@esu.edu. Dean, Education, Terry Barry, contact fgavilanes@esu.edu. Interim Dean, Health Sciences, Shala Davis, contact kwachelka@esu.edu. Associate Provost and Dean, University College, Tom Tauer, contact mdeuerlein@esu.edu. Director, Graduate and Extended Studies, William Bajor, contact agarciaacol@esu.edu. • Secure any speakers, panelists or performers for your event.
Marketing	6 – 8 weeks in advance	<ul style="list-style-type: none"> • Develop a marketing plan using the ESU Communication Guide at esu.edu/communicationguide. <ul style="list-style-type: none"> ○ Request a direct mail piece, if needed (i.e., postcard, brochure, invitation): <ul style="list-style-type: none"> ▪ Complete the publications request online at esu.edu/publicationreq. ▪ AND complete the Large Mailing Request form by contacting andrewj@esu.edu. ○ Request promotional flyers and/or posters, if needed: <ul style="list-style-type: none"> ▪ <i>Faculty and staff:</i> complete the publications request online at esu.edu/publicationreq ▪ <i>Students:</i> contact the Graphics Center at graphicscenter@esu.edu. ○ Request a photographer: esu.edu/photographyreq ○ Request a press release to be distributed to regional media at esu.edu/publicityreq.

ESU Event Planning Checklist • The following timeline and tips will aid in the success of your event.

Additional Services	6 weeks in advance	<ul style="list-style-type: none"> • To serve alcoholic beverages at your event, complete the request form at esu.edu/beveragereq (alcoholic beverages cannot be served at student events). • Catering: Develop a menu at esucatering.catertrax.com or contact cateringmgr@esu.edu for assistance. • SAA Fundraising Event: Please ensure all proper paperwork for fundraising is completed with SAA (570-422-3291). • Create an online registration form for your event: contact mlevine3@esu.edu. • Parking: contact parking@esu.edu if reserved parking is required for guests, presenters or attendees.
Additional Publicity	6 weeks in advance	<ul style="list-style-type: none"> • Request a printed program/handout: <ul style="list-style-type: none"> ○ <i>Faculty and staff:</i> complete the publications request online at esu.edu/publicationreq. ○ <i>Students:</i> contact the Graphics Center at graphicscenter@esu.edu.
	4 weeks in advance	<ul style="list-style-type: none"> • Update your event listing on Master Calendar. • Publicize your event via Warrior Notes and social media: contact erichard10@esu.edu. • Post digital signs: download the PowerPoint templates to design your own at esu.edu/ur and click on Digital Sign Templates. Submit your approved digital signs to cfogel@esu.edu.
Final Details	1 - 2 weeks in advance	<ul style="list-style-type: none"> • Coordinate any hospitality needed for performers or speakers. • Finalize catering order. • Confirm all work orders for tables, chairs, A/V equipment, etc.
	Day before	<ul style="list-style-type: none"> • Confirm all materials/equipment being delivered for event including food. • Confirm arrival time and travel arrangements of performers/speakers, if necessary.
	Day of event	<ul style="list-style-type: none"> • Arrive early for setup/decoration. • Walk through event space to make sure it is set up as needed, materials/equipment/food were delivered, etc.
Wrap-up	After event	<ul style="list-style-type: none"> • Hold a debrief meeting to discuss successes, challenges, areas of improvement, budget, etc. to ensure successful events in the future.