

ESU Event Planning Checklist

Please use this timeline/checklist and follow these suggestions to ensure your event is successful.

Check when complete

Pre-planning	4-5 months in advance	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	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	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 spena2@esu.edu . VP, Administration & Finance, Ken Long, contact smosher@esu.edu . VP, Student Affairs, Doreen Tobin, contact ayetter2@esu.edu . VP, Enrollment Management, David Bousquet, contact dwolfe10@esu.edu . VP, Economic Development & Entrepreneurship, Mary Frances Postupack, contact sgrant5@esu.edu . Interim Dean, Arts & Sciences, Maria Kitchens-Kintz, contact sprutzman@esu.edu . Dean, Business & Management, Sylvester Williams, contact dmostellar@esu.edu . Dean, Education, Terry Barry, contact fgavilanes@esu.edu . Dean, Health Sciences, Denise Seigart, contact kwachelka@esu.edu . Associate Provost Jeff Weber, contact mdeuerlein@esu.edu . Director, Graduate and Extended Studies, William Bajor, contact agarciacol@esu.edu .	
		Secure any speakers, panelists or performers for your event.	
Marketing	6-8 weeks in advance	Develop a marketing plan. See "Campus Communications" on the university relations webpage at esu.edu/ur for assistance.	
		Request a direct mail piece , if needed (i.e., postcard, brochure, invitation): 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: <i>Faculty and staff:</i> complete the publications request 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 .	
		Request a public service announcement from WESS: contact clee16@live.esu.edu	

ESU Event Planning Checklist

			Check when complete
Additional Services	6 weeks in advance	To serve alcoholic beverages at your event, complete the request form at esu.edu/beveragereq (<i>alcoholic beverages cannot be served at student events</i>).	
		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	Request a printed program/handout: <i>Faculty and staff:</i> complete the publications request at esu.edu/publicationreq . <i>Students:</i> contact the Graphics Center at graphicscenter@esu.edu .	
		Update your event listing on Master Calendar.	
	4 weeks in advance	Publicize your event via Warrior Notes and social media: submit a request form esu.edu/ur 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 mlevine3@esu.edu .	
Final Details	1-2 weeks in advance	Coordinate any hospitality needed for performers or speakers.	
		Finalize catering order.	
		Confirm all work orders for tables, chairs, A/V equipment, etc.	
	Day prior	Confirm all materials/equipment being delivered for event including food.	
		Confirm arrival time and travel arrangements of performers/speakers, if necessary.	
	Day of event	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	Hold a debrief meeting to discuss successes, challenges, areas of improvement, budget, etc. to ensure successful events in the future.	