

# 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	<b>Define specific goals</b> of your program (cultural, educational, social, community service, fundraising, etc.)	
		<b>Divide responsibilities</b> within your group and with other groups when appropriate.	
		<b>Determine the budget</b> including catering, linens, speaker fees, printed materials, etc.	
		<b>Think about logistics</b> (event locations, date, setup, audio/visual needs, etc.) If you need help deciding on a location, please contact Conference Services at 570-422-3061.	
		<b>Start a contract if required</b> 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	<b>Schedule a room</b> and have your event included on Master Calendar using Virtual EMS, <a href="http://esu.edu/vems">esu.edu/vems</a> . (Be sure to update your event listing on the calendar as details become available.)	
		<b>Consider audio/visual needs, signage</b> 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	<b>Request the president's attendance</b> and/or participation at <a href="http://esu.edu/presidentattend">esu.edu/presidentattend</a> (2-3 months' notice is recommended; 3 weeks required)	
		<b>Request additional/alternate administrators' attendance:</b> Provost Joanne Bruno, contact <a href="mailto:spena2@esu.edu">spena2@esu.edu</a> . VP, Administration & Finance, Ken Long, contact <a href="mailto:smosher@esu.edu">smosher@esu.edu</a> . VP, Campus Life & Inclusive Excellence, Santiago Solis, contact <a href="mailto:ayetter2@esu.edu">ayetter2@esu.edu</a> . Interim VP, Enrollment Management, Bill Cheetham, contact <a href="mailto:dwolfe10@esu.edu">dwolfe10@esu.edu</a> . VP, Economic Development & Entrepreneurship, Mary Frances Postupack, contact <a href="mailto:sjailal@esu.edu">sjailal@esu.edu</a> Dean, Arts & Sciences, Andra Basu, contact <a href="mailto:sprutzman@esu.edu">sprutzman@esu.edu</a> . Dean, Business & Management, Sylvester Williams, contact <a href="mailto:dmostellar@esu.edu">dmostellar@esu.edu</a> . Acting Assistant to the Dean, Education, Brooke Langan, contact <a href="mailto:fgavilanes@esu.edu">fgavilanes@esu.edu</a> . Dean, Health Sciences, Denise Seigart, contact <a href="mailto:kwachelka@esu.edu">kwachelka@esu.edu</a> . Interim Associate Provost Terry Barry, contact <a href="mailto:mdeuerlein@esu.edu">mdeuerlein@esu.edu</a> . Director, Graduate and Extended Studies, William Bajor, contact <a href="mailto:agarciaacol@esu.edu">agarciaacol@esu.edu</a> .	
		<b>Secure any speakers, panelists or performers</b> for your event.	
Marketing	6-8 weeks in advance	<b>Develop a marketing plan.</b> See "Campus Communications" on the university relations webpage at <a href="http://esu.edu/ur">esu.edu/ur</a> for assistance.	
		<b>Request a direct mail piece</b> , if needed (i.e., postcard, brochure, invitation): Complete the publications request online at <a href="http://esu.edu/publicationreq">esu.edu/publicationreq</a> . <b>AND</b> complete the Large Mailing Request form by contacting <a href="mailto:andrewj@esu.edu">andrewj@esu.edu</a> .	
		<b>Request promotional flyers and/or posters</b> , if needed: <i>Faculty and staff:</i> complete the publications request at <a href="http://esu.edu/publicationreq">esu.edu/publicationreq</a> . <i>Students:</i> contact the Graphics Center at <a href="mailto:graphicscenter@esu.edu">graphicscenter@esu.edu</a> .	
		<b>Request a photographer:</b> <a href="http://esu.edu/photographyreq">esu.edu/photographyreq</a> .	
		<b>Request a press release</b> to be distributed to regional media at <a href="http://esu.edu/publicityreq">esu.edu/publicityreq</a> .	
		<b>Request a public service announcement from WESS:</b> contact <a href="mailto:clee16@live.esu.edu">clee16@live.esu.edu</a>	

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Additional Services	6 weeks in advance	<b>To serve alcoholic beverages</b> at your event, complete the request form at <a href="http://esu.edu/beveragereq">esu.edu/beveragereq</a> ( <i>alcoholic beverages cannot be served at student events</i> ).	
		<b>Catering:</b> Develop a menu at <a href="http://esucatering.catertrax.com">esucatering.catertrax.com</a> or contact <a href="mailto:cateringmgr@esu.edu">cateringmgr@esu.edu</a> for assistance.	
		<b>SAA Fundraising Event:</b> Please ensure all proper paperwork for fundraising is completed with SAA (570-422-3291).	
		<b>Create an online registration form</b> for your event: contact <a href="mailto:mlevine3@esu.edu">mlevine3@esu.edu</a> .	
		<b>Parking:</b> contact <a href="mailto:parking@esu.edu">parking@esu.edu</a> if reserved parking is required for guests, presenters or attendees.	
Additional Publicity	6 weeks in advance	<b>Request a printed program/handout:</b> <i>Faculty and staff:</i> complete the publications request at <a href="http://esu.edu/publicationreq">esu.edu/publicationreq</a> . <i>Students:</i> contact the Graphics Center at <a href="mailto:graphicscenter@esu.edu">graphicscenter@esu.edu</a> .	
		4 weeks in advance	<b>Update your event listing on Master Calendar.</b>
		<b>Publicize your event via Warrior Notes and social media:</b> submit a request form <a href="http://esu.edu/ur">esu.edu/ur</a> contact <a href="mailto:erichard10@esu.edu">erichard10@esu.edu</a> . <b>Post digital signs:</b> download the PowerPoint templates to design your own at <a href="http://esu.edu/ur">esu.edu/ur</a> and click on Digital Sign Templates. Submit your approved digital signs to <a href="mailto:mlevine3@esu.edu">mlevine3@esu.edu</a> .	
Final Details	1-2 weeks in advance	<b>Coordinate any hospitality</b> needed for performers or speakers.	
		<b>Finalize catering</b> order.	
		<b>Confirm all work orders</b> for tables, chairs, A/V equipment, etc.	
	Day prior	<b>Confirm all materials/equipment</b> being delivered for event including food.	
		<b>Confirm arrival time and travel arrangements</b> of performers/speakers, if necessary.	
Day of event	<b>Arrive early</b> for setup/decoration.		
	<b>Walk through event space</b> to make sure it is set up as needed, materials/equipment/food were delivered, etc.		
Wrap-up	After event	<b>Hold a debrief meeting</b> to discuss successes, challenges, areas of improvement, budget, etc. to ensure successful events in the future.	