ESU EVENT PLANNING CHECKLIST

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 570-422-7956 or 570-422-2747
* 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.) Cathy Klingler, cklingler@esu.edu, 570-422-2747.

* 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 570-422-7956 or Cathy Klingler at 570-422-2747.

PARTICIPANTS (2-3 months in advance)

* Request additional/alternate administrators’ attendance:
  
  Interim Provost Margaret Ball, contact spena2@esu.edu.
  Director, Graduate and Extended Studies, William Bajor, contact agarciaol@esu.edu
  VP, Administration & Finance, contact Donna Bulzoni (CFO) dbulzoni@esu.edu and/or Rob Smith (CIO) rsmith91@esu.edu.
  VP, Campus Life & Inclusive Excellence, Santiago Solis, contact shines@esu.edu.
  VP, Enrollment Management, Karen Lucas, contact dwolfe10@esu.edu.
  VP, Economic Development & Entrepreneurship, Mary Frances Postupack, contact mpostupack@esu.edu.
  Interim Dean, Arts & Sciences, John W. Kraybill-Greggo, contact sprutzman@esu.edu.
  Dean, Business & Management, Sylvester Williams, contact dmostellar@esu.edu.
  Dean, Education, Brooke Langan, contact fgavilanes@esu.edu.
  Dean, Health Sciences, Denise Seigart, contact swerkheis4@esu.edu.
  Interim Associate Provost Maria Kitchens-Kintz, contact spena2@esu.edu.

*Secure any speakers, panelists or performers for your event.
PARTICIPANTS (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/esu.edu/publicationreq.

AND complete the Large Mailing Request form by contacting Trisha Tessitore ttessitore@esu.edu.

Students: contact the Graphics Center at graphicscenter@esu.edu.

* Request promotional flyers and/or posters, if needed: Faculty and staff: complete the publications request at esu.edu/publicationreq.

* 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 kengle@live.esu.edu.

ADDITIONAL SERVICES (6 weeks in advance)

* 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 Steve LaBadie, slabadie@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:
  
  * Faculty and staff: complete the publications request at esu.edu/publicationreq.
  * Students: contact the Graphics Center at graphicscenter@esu.edu.

(4 weeks in advance)
* Update your event listing on Master Calendar.
* 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 slabadie@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.