

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 570-422-3767.
- * **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.)
Stephen Leddy, sleddy@esu.edu, 570-422-3767.
- * **Consider audio/visual needs, signage** and any other requirements and request through Virtual EMS as appropriate. If you have any questions, please contact Stephen Leddy in Conference Services.

PARTICIPANTS (2-3 months in advance)

- * **Request additional/alternate administrators' attendance:**

Provost Margaret Ball, contact spena2@esu.edu.

VP, Campus Life & Inclusive Excellence, Santiago Solis, contact shines@esu.edu.

VP, Enrollment Management, Lorna Hunter, contact dwolfe10@esu.edu.

VP, Economic Development & Entrepreneurship, Mary Frances Postupack, contact igarcia8@esu.edu.

Chief Information and Technology Officer, Rob Smith, contact rsmith91@esu.edu.

Chief Financial Officer, Donna Bulzoni, contact dbulzoni@esu.edu.

Dean, Arts & Sciences, Nieves Gruneiro-Roadcap, contact tsmith106@esu.edu.

Dean, Business & Management, Sylvester Williams, contact cdemaris@esu.edu.

Dean, Education, Brooke Langan, contact fgavilanes@esu.edu.

Dean, Health Sciences, Brian Street, contact swerkheis4@esu.edu.

Associate Provost Chris Domanski, contact spena2@esu.edu.

Associate Provost Kizzy Morris, 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 Marketing & Communications webpage at esu.edu/marketing-communications for assistance.

* **Request a direct mail piece**, if needed (i.e., postcard, brochure, invitation):
Complete the publications request online at www.esu.edu/publicationreq.

AND complete the Large Mailing Request form by contacting Stacey Grant sgrant5@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 dkovach1@esu.edu.

ADDITIONAL SERVICES (6 weeks in advance)

* **To serve alcoholic beverages** at your event, complete the request form at esu.edu/president/alcoholic-beverages. (*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 at 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/publicationreg.

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

(4 weeks in advance)

* **Update your event listing on the Master Calendar** at www.esu.edu/calendar.

* **Publicize your event via Warrior Notes:** submit a request form esu.edu/marketing-communications and click Warrior Notes.

* **Post digital signs:** download the PowerPoint templates to design your own at esu.edu/marketing-communications and click 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.