

Event Planning Timeline

Hosting programs and events helps your organization achieve its goals, develop leadership skills, and foster camaraderie. However, it takes planning and forethought to ensure success. The following outlines some basic programming tips.

Event Conceptualization:

Consider the following as you develop the concept of your program or event:

- Determine the goals of the program.
 - **Examples:** to bring a community together, to educate, to support other programs, to socialize, etc.
- Determine the type of event and possible themes that will match your organizational goals.
 - **Examples:** speaker, film, dance, fundraiser, trip, food, festival, athletic event
- Decide on a program/event within your budget.
- Discuss the options within your organization and make a group decision.

Planning:

There are many components that are involved in planning an event or program. Below are a few examples:

Date and Time: Meet with your organization and discuss the possible dates and times of the event or program. Consider other campus events so that your event does not conflict with others. Determine a convenient event time for your targeted audience.

Location: Estimate the attendance to make sure that you reserve an adequate facility. For indoor events, make sure to submit the appropriate forms, such as room reservations, which can be found on the [Operations Division: Planning and Administration](#) or [Student Union Reservations](#) website. For outdoor events, make sure to submit the appropriate forms, such as the Grounds Use form which can be found on the [Student Union & Activities website](#). Also, for outdoor events, make sure to have an indoor back-up plan.

Budget: All costs associated with the event will be assumed by the student organization. Make a budget sheet to ensure you do not overspend the organization's funds. Project all expenses and income such as fees, advertising, supplies, food, etc. Additional opportunities to acquire funding can be found on the [SGA](#) website.

Entertainment/Speaker: Determine the type of entertainment/guest speaker you would like to invite. Research local, regional, and national possibilities and negotiate a fee.

Marketing: Plan marketing strategies for targeted audiences. Design promotions to fit the style and theme of the program. Be creative. Ensure the marketing is neat and accurate. Include the name of the program, date, time, place, and ticket information if necessary. Distribute marketing at least two weeks in advance of the event.

Food: Determine the food choice for the event or program.

- For the purposes of liability, quality, food safety, and control, all food sold and provided at the Student Union Building **must** be supplied by Top Tier Catering from Texas Tech Hospitality Services.
- All other events on or off campus may be catered for by a preferred vendor of the organization.

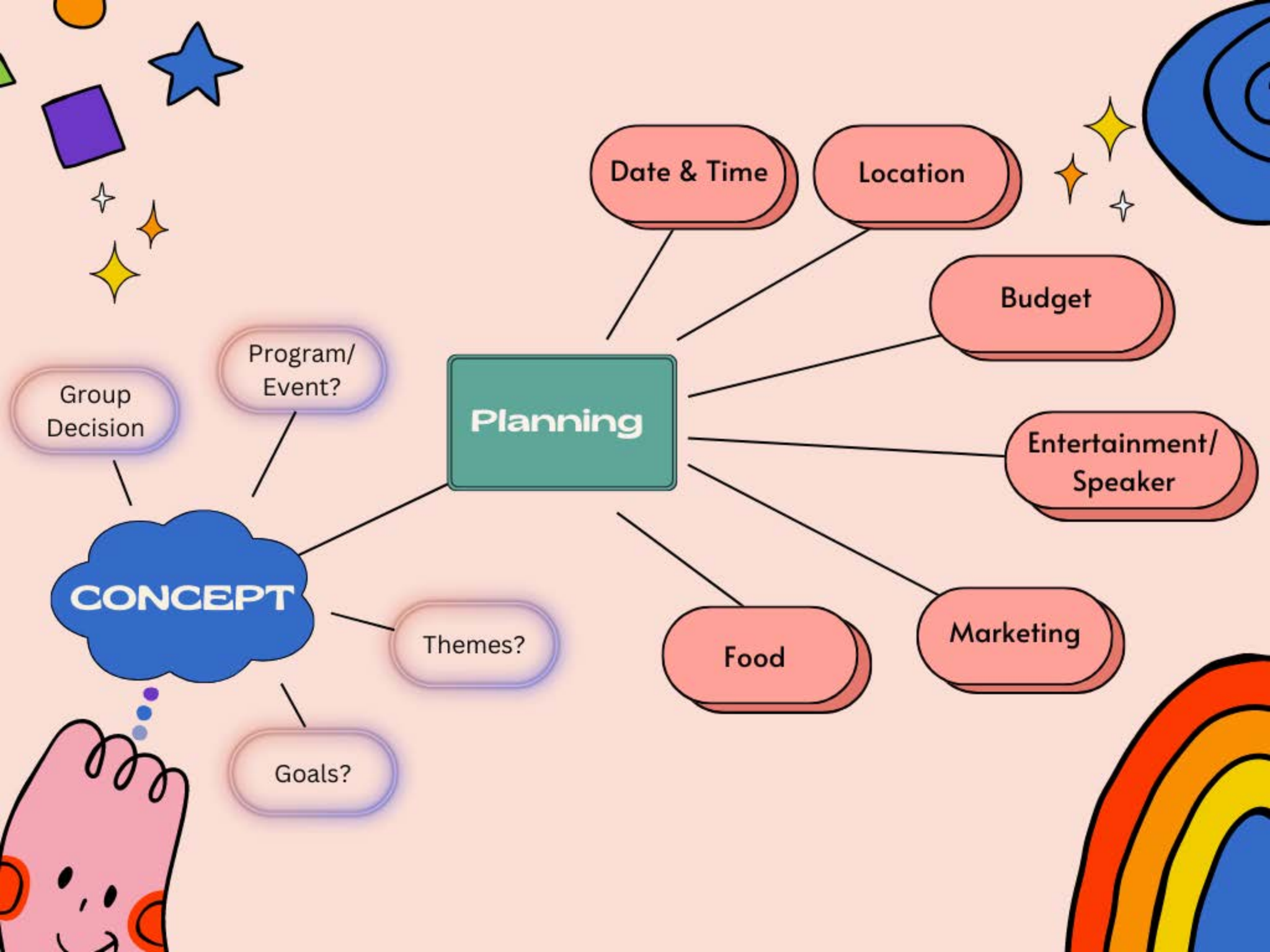
Timeline:

Plan your event well in advance to make it easier for you and your org to have a successful event/program.

- **Initially:**
 - Meet with your advisor.
 - Start planning event logistics.
 - Check space/location availability.
- **4 weeks before the event:**
 - Confirm event logistics.
 - Start creating graphics/advertisements.
- **3 weeks before the event:**
 - Create event on TechConnect.
 - Apply for necessary funding.
- **2 weeks prior to the event:**
 - Reconfirm date, time, location.
 - Confirm catering/vendors.
 - Start advertising.
 - Check event list for loose ends.
- **1 week before event:**
 - Confirm volunteers.
 - Have a volunteer checklist.
 - Any logistical details.
 - Send catering final headcount.
- **Day of event:**
 - Have to-do list.
 - Rehearsal, if necessary.
 - Come early to set up.
 - Clean and take down after the event is complete.
- **Post event:**
 - Write thank you notes to all sponsors and volunteers.
 - Return all equipment.
 - Process financial paperwork.
 - Complete event evaluation for funding sources.
 - Reflect! How did the event go? Were your event goals met? Is there anything you would do different?

Below is a table for when a meeting/event should be planned and implemented successfully. Also, it will ensure your organization is providing the university with plenty of time to assist you. You may also find the table at [Boise State University's](#) website.

Meeting/Activity Type	Event Planning Timeline
Awareness Week	60+ days
Comedian/Performer/Speaker	60+ days
Concert/Music Performance	60+ days
Conference	90+ days
Cultural Celebration	60+ days
Dance	60+ days
Discussion/Panel	30+ days
Food Festival	60+ days
Fundraiser	60+ days
Fun Run/Race.5K	60+ days
In-Person Group Meeting/Gathering (no expenses)	7+ days
In-Person Group Meeting/Gathering (with expenses)	14+ days
Information Fair	30+ days
Informational Table (no expenses)	1+ business day
Information Table (with expenses)	14+ days
Movie/Film Screening	30+ days
Social Event – Small	14+ days
Social Event – Medium	30+ days
Social Event – Large	60+ days
Training/Workshop	14+ days
Travel – Domestic	30+ days
Travel – International	60+ days
Virtual Event/Meeting (no expenses)	1+ business day
Virtual Event/Meeting (with expenses)	14+ days
Volunteer/Service Event	30+ days



EVENT TIMELINE

INITIALLY

- Meet with advisor
- Start planning event logistics
- Check space/location availability

4 WEEKS BEFORE EVENT

- Confirm event logistics
- Start creating graphics/advertisements

3 WEEKS BEFORE EVENT

- Create event on TechConnect
- Apply for necessary funding

2 WEEKS BEFORE EVENT

- Reconfirm date, time, & location
- Confirm catering/vendors
- Start advertising
- Check event list for loose ends

1 WEEK BEFORE EVENT

- Confirm volunteers
- Have a volunteer checklist
- Any logistical details
- Send catering final headcount

DAY OF EVENT

- Have a to-do list
- Rehearsal, if necessary
- Come early to set up
- Clean & take down after event is done

POST EVENT

- Write thank you notes
- Process financial paperwork
- Reflect back on the event