

## Appendix 4: Event Planning Checklist

Name/Date/Time of Event \_\_\_\_\_

Programming Lead \_\_\_\_\_ Marketing Lead \_\_\_\_\_

Prepared by \_\_\_\_\_ Date \_\_\_\_\_

Event description \_\_\_\_\_

Audience/Guests \_\_\_\_\_

Expected attendance \_\_\_\_\_

Location \_\_\_\_\_

Day of contact and phone number \_\_\_\_\_

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### **Location**

Room name \_\_\_\_\_ Capacity \_\_\_\_\_

Room fee \_\_\_\_\_

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### **Guest information** (contact Kara Luedtke ([kara.luedtke@wisc.edu](mailto:kara.luedtke@wisc.edu), 890-2999) for help with alumni and donor lists)

Who is your audience? \_\_\_\_\_ Parking required? \_\_\_\_\_

Estimated attendees \_\_\_\_\_ Lodging required? \_\_\_\_\_

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### **Marketing**

UW Events Calendar ([www.today.wisc.edu/](http://www.today.wisc.edu/)) \_\_\_\_\_ Email invitation list \_\_\_\_\_

Print invitation \_\_\_\_\_ Web address \_\_\_\_\_

Print invitation list \_\_\_\_\_ Social media \_\_\_\_\_

Email invitation \_\_\_\_\_

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### **Lodging (if applicable)**

Hotel \_\_\_\_\_ Room Rate \_\_\_\_\_

#Rooms reserved \_\_\_\_\_

Book by date \_\_\_\_\_

Payment responsibility \_\_\_\_\_

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**Registration** (service options include CALS Conference Services, WFAA, Pyle Center)

Registration service \_\_\_\_\_

Deadline \_\_\_\_\_

Registration fee \_\_\_\_\_

Guests allowed? \_\_\_\_\_

Will any guests be comped? \_\_\_\_\_

Does registration need to be capped? \_\_\_\_\_

Name tags \_\_\_\_\_

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**Event Set Up**

Decorations \_\_\_\_\_

Registration \_\_\_\_\_

Awards \_\_\_\_\_

Props \_\_\_\_\_

Chairs \_\_\_\_\_

Banners \_\_\_\_\_

Tables \_\_\_\_\_

Podium (table/floor) \_\_\_\_\_

Head \_\_\_\_\_

Flipcharts/Markers \_\_\_\_\_

Display \_\_\_\_\_

Staffing needs \_\_\_\_\_

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**Technology Set Up**

Audio \_\_\_\_\_

Visual \_\_\_\_\_

Hand mic \_\_\_\_\_

Internet connection \_\_\_\_\_

Lavaliere mic \_\_\_\_\_

LCD projection \_\_\_\_\_

Laptop \_\_\_\_\_

Screen \_\_\_\_\_

Other \_\_\_\_\_

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**Program**

Speaker/s	_____	Speech Title	_____
	_____	Awards	_____
	_____	Vendor	_____
		Cost	_____

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**Entertainment**

Type	_____	Cost	_____
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**Budget** (CALS has a budget template worksheet available for your use)

Budget	_____	Fund(s)	_____
Cost per attendee	_____		

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**Follow-Up**

Budget report

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Thank you notes

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