

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 _____

Location

Room name _____ Capacity _____

Room fee _____

Guest information (contact Kara Luedtke (kluedtke@cals.wisc.edu, 890-2999) for help with alumni and donor lists)

Who is your audience? _____ Parking required? _____

Estimated attendees _____ Lodging required? _____

Marketing

UW Events Calendar (www.today.wisc.edu/) _____ Email invitation list _____

Print invitation _____ Web address _____

Print invitation list _____ Social media _____

Email invitation _____

Lodging (if applicable)

Hotel _____ Payment responsibility _____

Room Rate _____ Book by date _____

#Rooms reserved _____

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

Registration service	_____	Deadline	_____
Registration fee	_____	Guests allowed?	_____
Will any guests be comped?	_____	Does registration need to be capped?	_____
Name tags	_____		_____

Event Set Up

Decorations	_____	Registration	_____
Awards	_____	Props	_____
Chairs	_____	Banners	_____
Tables	_____	Podium (table/floor)	_____
Head	_____	Flipcharts/Markers	_____
Display	_____	Staffing needs	_____

Technology Set Up

Audio	_____	Visual	_____
Hand mic	_____	Internet connection	_____
Lavaliere mic	_____	LCD projection	_____
		Laptop	_____
		Screen	_____
		Other	_____

Program

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

Entertainment

Type _____ Cost _____

Budget (CALS has a budget template worksheet available for your use)

Budget _____ Fund(s) _____

Cost per attendee _____

Follow-Up

Budget report _____ Thank you notes _____