

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 _____

Location

Room name _____ Capacity _____

Room fee _____

Guest information (contact Kara Luedtke (kara.luedtke@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 _____ Room Rate _____

#Rooms reserved _____

Book by date _____

Payment responsibility _____

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 _____

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

Budget	_____	Fund(s)	_____
Cost per attendee	_____		

Follow-Up

Budget report	_____
Thank you notes	_____

