

**Event Planning Guide**

This planning checklist is designed to help you think through the logistics and support needed to plan and implement a successful event.

Please contact the **Public Relations office at Ext 1507** if you need additional planning advice or assistance.

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| Event Title: | |
| Overview/Purpose: | |
| Obtained supervisor approval? | |
| Date:  *Before finalizing date, check College Activities Calendar, Academic Calendar, Facility Events Planning Calendar and availability of desired location*. | |
| Start and End Times: | |
| Location (be sure to reserve):   * Building * Room(s) | *Note: Contacts to reserve facilities varies by location. Generally speaking:*   * Auditorium: Arts & Sciences Division * Café: Facility Events Planning Request form (eTC, Employee tab, Facility Events Planning Suite channel) * Classrooms: Student Records * Community Campuses: Call campus for specific contact * IBDC: CCE * Meeting Rooms: Outlook Calendar |
| Set-up Time: | |
| Clean-up Time: | |
| Targeted Audience: | |
| Estimated number of attendees: | |
| Public invited? | |
| Budget (amount and source of funds) | |
| Event PLANNING Services:  Use Events Services Request form to request these services (link located on eTC, Employee tab, Facility Events Planning Suite channel.)   * Catering * Café Facility Reservation * Setup (chairs/tables) * A/V * Housekeeping * Security * Stage/Podium | |
| EVENT COMMUNICATIONS:  Consider what communications are needed and follow the links for additional details.  [Email Announcement and Add to College Activities Calendar](http://etcdata.tctc.edu/VPIA/Public_Relations/PostingRequestForm.dotm)  [Request Marketing/Graphic Support](http://www.tctc.edu/Marketing_Services.xml)   * Posters, fliers, Banners * Digital Monitors * Mailings * Social Media * Invitation, Program, Certificates   [Request Public Relations Services](http://www.tctc.edu/Public_Relations_Services.xml)   * Event planning strategies * Press Release * Event photos * Media Advisory   [Webpages](http://etcdata.tctc.edu/VPBA/Information_Technology/Website_Updates.htm)   * Webpage needed for your event * Add to Featured Events channel and Upcoming Events   *This information is also included in the Communications link located on eTC, Employee tab, My Service Requests channel.* | |
| Other Things to Consider | |
| Rain plan for outdoor events | |
| Cell numbers for all key helpers | |
| Balloons | |
| Centerpieces | |
| Electrical outlets handy? | |
| Lighting | |
| Linens/table covers | |
| Floral/decorations | |
| Favors/Giveaways | |
| Place cards | |
| Nametags | |
| Paper & pens | |
| Door prizes | |
| Tents | |
| Rental Equipment (e.g., large stage, chairs, tents) | |
| Take photos of setup for use in planning the following year. | |
| Check Room Temperature | |
| Extra Extension cords | |
| Tape, scissors, other potential necessities | |
| Take photos of complete set-up to use for next event. | |
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