

## Student Organization Event Planning Checklist

### Princeton University

By following this comprehensive checklist, your student organization can plan and execute successful events that leave a lasting impact on the campus community, while maintaining compliance with policies, expectations, and processes. ✨

#### DEFINING YOUR EVENT

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- Determine the purpose and goals of the event.
- Establish a clear vision and theme.

#### SETTING A DATE, TIME, AND LOCATION

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- Determine the target audience for the event, including whether or not it's open to the public.
- Coordinate with key stakeholders and your target audience to find a suitable date and time.
- Register the event in [MyPrincetonU](#) for approval from your sponsoring department.
- Choose a location that aligns with the event's theme and expected attendance.
- Confirm availability and book the venue in advance in [EMS](#) or with a space manager.
- Consider reserving a rain location if the primary location is outdoors.

#### BUDGETING


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- Create a detailed budget outlining expenses and potential revenue sources.
- Include high/med/low estimates of expenses and verified funding for budget items.
- Include costs for venue rental, security, catering, marketing, decorations, etc.
- Request funding from the [Projects Board](#), [Alcohol Initiative](#), and other funders in [SAFE](#).
- Reserve an [ODUS payment appointment](#) to pay for costs or speakers, after securing funding.
- Which items have already been paid and what are the future expenses?
- Where is the funding is coming from? Provide supporting documents, such as emails.
- Do speakers or vendors need to be on-boarded?
- Are there contracts for services? No student can sign contracts.
- What is the contingency plan if there is a financial shortfall?
- What cost-cutting can happen, if needed, and what is the timeline for that?
- What are the mechanics to pay for each budget item - credit card or invoice?

#### EVENT LOGISTICS AND TIMELINE

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- Create a timeline outlining tasks leading up to the event, including day-of contact information.
- Include deadlines for booking vendors, promotion, and logistics.
- Arrange necessary equipment, such as sound systems, projectors, or stage setups.
- Coordinate with vendors for catering, rentals, and any other services required.
- Reserve an [ODUS payment appointment](#) to pay for costs or speakers, after securing funding.
- Maintain itemized receipts for all purchases.
- Are the University service providers informed of the event?
- Have you submitted all necessary service provider forms?
- Include details such as parking, transportation, trash collection etc.

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**MARKETING, PROMOTION AND REGISTRATION**

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- Develop a marketing plan to promote the event across various channels.
- If an event is restricted to members only or undergrads only, ensure this is communicated.
- If an event is focused on a single identity, ensure “open to all” is on materials, per [policy](#).
- Set up an online registration system if needed. [MyPrincetonU](#) is recommended.

**EVENT MANAGEMENT**

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- Recruit volunteers to assist with event setup, registration, and other tasks.
- Provide necessary training and instructions
- Coordinate with venue staff and vendors for setup and logistics on the event day.
- Ensure all equipment and materials are in place.
- Assign roles and responsibilities to team members to oversee different aspects of the event.
- Have a contingency plan in place for any unforeseen circumstances.
- Take photos and videos during the event for future promotion and documentation.

**EVALUATION AND FOLLOW-UP:**

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- Gather feedback from attendees and stakeholders to assess the event's success.
- Follow up with participants and express gratitude for their attendance and support.
- Keep records of expenses, attendance, and feedback for future reference.