

## Event Planning Checklist

Event Name: \_\_\_\_\_ Event Date/Time: \_\_\_\_\_

Budget: \_\_\_\_\_ Expected Number of Guests: \_\_\_\_\_

### Event Location

- Gatton Building
- Other Venue \_\_\_\_\_
- Room Setup
  - Round Tables/Chairs
  - Theatre Style
  - Classroom
  - Reception
  - Other \_\_\_\_\_
- Registration Table
- Buffet Tables
- Awards Table
- Bar Tables
- Other \_\_\_\_\_

### IT/AV Needs

- Tech Assistance
  - Setup or On-site assistance
- AV-Sound/Video/PPT presentation
- Recording or Live Streaming
- Background Music
- Microphone
  - Podium/Handheld/Lapel Mic

### Food and Beverage

- Gatton In House Beverages
  - Coffee/Hot Tea/Iced Water
  - Assorted Sodas/Iced Water
  - Lemonade/Iced Tea/Iced Water
  - Orange Juice
- Gatton In House Snacks
  - Granola Bars
  - Pastries
  - Chips/Candy
- Caterer or Restaurant:  
\_\_\_\_\_  
China/Disposable
  - Breakfast (continental, buffet or served)
  - Luncheon (buffet, served or boxed lunches)
  - Dinner (buffet or served)
  - Hors d'oeuvres
  - Liquor (cash bar or open)

### Event Staff

- Office staff
- Gatton events crew

### Facilities

- PPD Custodial – trash removal/clean room/vacuum
- Doors Locked/Unlocked (otherwise scheduled to reserved time in EMS)
- Extra Security for Weekend?

### Photographer/Videographer

- Professional Photographer
- Student Photographer

**Marketing/Communications**

**Invitation**

- Email
- Formal Paper Invitation
- Map/Parking
- RSVP online link
- RSVP to person
- Date for RSVP deadline

**Printed Program**

Speaker \_\_\_\_\_

- Title of Speaker \_\_\_\_\_
- Title of Lecture \_\_\_\_\_
- Logos/Headshots of Speakers
- Number of Printed Programs

**Publicity/Directional Signage**

- Press Release/Social Media
- Posters/Hard Signs
- PPT slide
- Directional Signage
  - Foam Board
  - Black Stands with blue inserts -  
8.5 x 11 paper

**Awards/Gifts/Recognitions**

- Plaque/Acrylic Award \$30-90
- Certificates
- Name Tags (Pre-printed or blank)
- Gifts
  - Gatton swag bag \$10-\$15
  - Mementos \$4-\$6  
(keychain/small swag)
  - Gatton black leather padfolio  
\$15
  - Graduation Gift \$15-\$25  
(Pen Set, Business Card Holder)
  - Gift Baskets \$30-\$75  
(Taste of Kentucky)
  - Other \_\_\_\_\_

**Flowers/Decorations**

- Centerpieces – in house options
- Fresh Flowers from Florist: (Suggestions)
- Linens for Tables
  - Caterer to supply
  - Gatton internal stretch  
tablecloths

**Miscellaneous**

- Entertainment:  
Music/Comedian/Other  
\_\_\_\_\_

**Parking**

- No Parking needed
- Blue line Parking
- Parking Garage \*Structure 5
  - Guests Paying
  - Vouchers Needed

**Security**

- Dignitary/VIP

**Disabilities Needs**

- Wheelchair
- Other \_\_\_\_\_

**Follow Up (Post Event)**

- Evaluations or Survey
- Thank you cards to  
speakers/attendees/vendors or  
volunteers
- Bills paid or Invoices Submitted
- Receipts turned in
- Finalize budget sheet
- Setup date for next year if annual event

## EVENT TIMELINE

Check these items off your To-Do List when planning your event. There is a suggested timeline as well.

Questions? Contact Michelle Lowe, michelle.lowe1@uky.edu, 859-257-1838

### RESERVING SPACE – Six Months to a Year Out

- ❑ Determine the purpose, format and target audience for event
- ❑ Create an estimated budget and get approval if necessary
- ❑ **Select the date and submit location request to <http://meetatbigblue.uky.edu>**
- ❑ Reserve block of hotel rooms or create other travel arrangements
- ❑ Start compiling guest list information – names/emails & or mailing addresses

### MARKETING – 2- 4 Months Out

- ❑ Add event to the Gatton website – if applicable (see Matt Johnson if you don't have access)
- ❑ If you need printed materials for your event, visit <http://gattonmarketing.com> and request a project.
- ❑ **Send out invitations 4 – 6 weeks prior to event (depending on event – larger events can begin with a Save the Date 6 months prior).**
- ❑ Book Photographer or Videographer if needed.

### AWARDS/GIFTS/RECOGNITIONS – 2 Months Out

- ❑ Need to order any recognition items with (award, honor, citation)?
- ❑ Need to order any favors, souvenirs, printed folders, and/or speaker gifts?  
[Michelle.lowe1@uky.edu](mailto:Michelle.lowe1@uky.edu)

### EVENT LOGISTICS – 1 Month Out

- ❑ Choose a caterer (List of approved caterers: <http://www.uky.edu/Purchasing/catererslist.htm>)  
*\*\*Other restaurants that are not listed as approved may “drop-off” food. If restaurant or caterer is staying onsite and “serving food”, it must be an approved caterer. See list in link.*
- ❑ Arrange parking for guest speaker/or guests if needed.

### TWO TO FOUR WEEKS AHEAD

- ❑ Finalize any audiovisual presentations, schedule room recordings or talk about IT needs with Michelle/and or IT department.
- ❑ Select menus and confirm with caterers
- ❑ Recruit volunteers or request student event workers (through Michelle) to assist with setup/food & beverage/registration, materials, clean up and/or breakdown before/after or during event.
- ❑ Start checking RSVP's with online link
- ❑ Send detailed instructions to all staff and participants (including tickets, parking permits, and maps)
- ❑ Gather speeches and introductions, if necessary.

### ONE WEEK AHEAD

- ❑ Print out the guest list in alphabetical order
- ❑ Finish printing of place cards, table cards, and/or name tags
- ❑ Gather all presentation items such as gifts, plaques, trophies.
- ❑ Deliver prepared introductions, citations, and speeches to those who will read them

- ❑ Give final count to caterer.

### **THE BIG DAY**

- ❑ Arrive early
- ❑ Bring the logistical outline, production schedule, directions, phone numbers, food orders, seating charts, name tags, table assignments, guest lists
- ❑ Check event venue set up, and arrange signs, awards, etc. – Gatton events crew will complete table setup if requested.
- ❑ Conduct sound, lighting, recording and computer checks with Gatton IT, if necessary.
- ❑ Set up registration. Be sure it is ready no later than 45 minutes prior to the start of your event.
- ❑ Greet speaker and offer a beverage – get them setup with IT if necessary.
- ❑ Direct volunteers or student event workers to assist with event. They can do setup, registration, passing out materials, clean up and/or breakdown before/after or during event. Make sure room is back to standard setup and trash is removed.

### **AFTER THE EVENT**

- ❑ Send thank you notes to staff, volunteers and/or vendors
- ❑ Finalize billing and prepare final budget, if necessary.
- ❑ Conduct event meeting to discuss success or ways to improve in the future if necessary.
- ❑ Survey attendees, if appropriate.