



Event Planning Checklist

Step 1: Determine Key Event Information	
	Event objective/purpose:
	Event sponsor or organizer (committee, group, or department): • Designate one main contact
	Event type (ex. workshop, fair, open house, panel discussion):
	Short description of what attendees can expect as part of the event/why should they attend:
	Target audience/total number expected: • Current students? • Faculty/staff? • Prospective students? • General community? • Dignitaries/VIPs?
	Determine budget: • How much will the event cost (including printing, table/chair rentals, food, additional staff time, etc.)? • Work with supervisor/manager to identify source of funds • If needed, assign budget account codes (work with Business Services Office)
	Name of event:
	Speaker(s)/Performer(s): • Confirm their availability • Request short bio and digital photo for promotional materials
	Preferred day and date (check calendar for potential conflicts and holidays):
	Start and end time (consider class times and travel time for participants/guests):
	Campus and room/area location:
	Is a rain plan needed (prepare for inclement weather)?
	Notify appropriate administrator of event (President, Dean, Supervisor, etc.):

Step 2: Arrange Event Logistics

	Reserve room/area using the Operations Internal Campus Event Reservation form. Please allow at least five (5) business days for processing and at least (15) business days for events with custom setups. If you need a custom set up, please complete the Student Center Event Set Up Form for the Student Center or the Event Facility Set-Up Form for all other locations. Email the completed form to Operations.
	Technology: Will your event utilize technology? - For A/V (Audio/Visual), include information about A/V needs in the Event Reservation Form as part of your room reservation. If you have questions, contact Media Services, SCC-MediaServices@scc.losrios.edu, (916) 558-2436. - For IT (Computer Support & IT), contact the Help Desk at scchelp@scscc.losrios.edu or (916) 558-2222. - For Wi-Fi Guest Accounts, complete Create Wireless Guest Account Form. If you have questions, contact IT Services, scchelp@scscc.losrios.edu, (916) 558-2222. (Note: The form only allows you to create Wi-Fi credentials that last 2 days/48 hours. For events that exceed that duration, or if you are creating a generic set of credentials shared by many people at the event, the Information Security Officer needs to approve the request. Once the credentials have been created, email them to Kirk.Sosa@scc.losrios.edu for approval.)
	Will food be served? If so, remember to consider possible dietary restrictions. If using off-campus catering or food pick-up, contact Business Services, (916) 558-2321, to arrange check issue, credit card checkout, or reimbursement.
	Security: If the event includes elected officials (Governor, Senator, Assemblymember, Secretary of State, etc.), is controversial in nature, or is anticipated to have a large number of guests (Holy Bowl, Commencement, etc.), send information about the event to the College Police and the Public Information Office as an FYI. Contact Captain Valerie Cox at Valerie.Cox@losrios.edu and Kaitlyn Collignon at colligk@losrios.edu If attendees/VIPs will be bringing their own security or require a security walkthrough, please include their point of contact and their security request when emailing LRPD and the PIO.
	Parking: Do any participants or attendees need a special parking permit? If so, contact your area supervisor, dean or manager to make a special visitor permit request.
	Accessibility: - Accessible seating needed (ex. wheelchair, walker)? If so, identify and arrange. - Other needs (ex. sign language interpreters)? If so, identify and arrange.
	Decorations, if needed (ex. flowers, linens, flip charts on easels):
	Gifts for participants or giveaways, if needed:

Step 3: Event Publicity/Printed Materials

	Determine how you want to market the event (ex. flyers, email, social media posts).
	Request event promo (website calendars, student and employee e-newsletters, and social media): • Complete the Marketing & Website Support Request Form (<i>Note: Please complete the form at least two weeks prior to the event to allow enough time for promotion. Earlier is always better!</i>) For questions, contact the Public Information Office, pio@scc.losrios.edu.
	Create printed/digital materials (<i>Note: Graphic Design Services can also be requested when completing the Marketing & Website Support Request Form. Please allow at least two full weeks for project design and completion, not including printing time. Earlier is always better!</i>): • Social media, newsletter, and web graphics • Save the date • Flyers/Posters • Invitations (RSVP needed?) • Programs • Name badges • Reserved signs • Panelist tent cards • Directional signs • Handouts
	Have materials printed: • Complete Graphic Impressions Job Request Form (<i>Note: Please allow one week for completion. Earlier is always better!</i>) For questions, contact Graphic Impressions, reprographics@scc.losrios.edu, (916) 558-2168.
	Advertise event: • Put up flyers and posters on the main campus and centers. Make sure to get approval to post on the boards from either the Public Information Office, Student Leadership, or the Department. Who to request approval from should be noted on each board/posting location. (<i>Note: Post only on designated posting boards. <u>Do not</u> post on windows, doors, or walls.</i>) • If you submitted the Marketing & Website Support Request Form earlier in this checklist, the Public Information Office will handle promotion via the websites, student and employee newsletters, and social media, as appropriate. For questions, contact PIO, pio@scc.losrios.edu.
	Determine who will be photographer for the event (<i>Note: We do not have an in-house photographer. Professional photography will have to be paid for by the requesting department/area.</i>) • If photos will be shared on social media or in other materials, please post signage at event entrances notifying participants that photos are being taken. Download the Crowd Release and print to post at entrance points.. • If you plan to photograph a particular person, small group, or speakers, it is best to have them complete the Photo and Video Release Form. They can complete this online or you can download and print a hard copy.

Step 4: Day of Event	
	Prior to event: ● Create agenda/timeline of events (including who will introduce or moderate) ● Confirm speakers/participants (include set-up/breakdown times, map, parking information) ● Designate guides for speakers/VIPs (if needed) ● Is room unlocked? If not, contact Operations during office hours at (916) 558-2543 and College Police after hours at (916) 558-2221. ● Check set-up of room/area ● Check catering ● A/V run through (check podium, computer, etc.) ● Dress rehearsal (if needed) ● Decorate (if needed) ● Place water for speakers ● Place programs, reserved signs, panelist tent cards ● Put out directional signage ● Put out photography release signage
	15 minutes prior to event start: ● Make sure set-up is complete ● Have participants at appropriate stations and ready to go
	End of event: ● Collect remaining paperwork, lecture notes, programs, etc. ● Gather lost and found and take to College Police ● Take down directional signage/photography signage ● Take down any flyers/posters promoting event

Step 5: Event Wrap-Up	
	If appropriate, submit a brief event recap and high quality photos using the Marketing & Website Support Request Form, for marketing consideration (newsletters, social media posts, annual reports, etc.) or contact the PIO at pio@scc.losrios.edu
	Event debrief with key event planners (can be done in person or via email): ● Was the event successful? ● What was done well? ● What could be improved upon? ● Recommendations for future events?
	Finalize budget
	Thank you notes