

UAB Student Media

Event Plan Form

This event plan will help you and your staff keep all information about your event in one place while also helping professional staff ensure that all measures and deadlines are met. The event plan is a living and breathing document; as things change with your event, your form should be updated to reflect that change.

Event name:

Event date and time:

Event location:

Have reservations been secured for the location? Yes No N/A

Event description and purpose (*this should be a paragraph describing in detail what the event is, why you want to have this event, what the target audience is for the event and how it will benefit your organization and Student Media*):

Have you submitted the event via Engage? Yes No

Event needs (*this should be an itemized list of any and all potential costs associated with the event as well as Student Media resources*):

Item	Quantity	Cost per item	Price	Link

Event Planning Timeline:

Action	Deadline	Responsible Person	Status

Success Measures *(What is your goal? How will you quantitatively show that you have met that goal? What methods of gathering information for current and future use will you utilize?)*

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Vendors:

Vendor Name	Legal Name	Email	Price	Event Role

Marketing Timeline:

Item/Action	Deadline	Responsible Person	Target Audience