

Event Plan Document

Event Overview

Event Title	
Event Caption (Comms Request)	
Event Description	
Event Contact	

Event Date/Time	Start Date		Start Time	
	End Date		End Time	
Proposed Location		Link to Website		
Why did you select the date/ time and location?				

Planning Questions

Event Purpose	
<u>CUSA Event Principle(s)</u> Which CUSA event principle(s) does this event satisfy? Select all that apply.	☐ Fostering a sense of community ☐ Engagement with CUSA Brand ☐ Encouraging positive student development ☐ Connecting students with resources and services ☐ Cultivating a culture that encourages students to reach their full potential
Strategic Planning: How do you know this event will satisfy the above event principles? Please give an explanation.	1.

Which portfolio goal does this event support?	
Event Partners: Does this event overlap with other programming on campus? Do you have plans to engage other campus partners? Have you had conversations with any campus partners?	
Target Audience: Who is the audience for this event? How do you plan to reach this audience? What information do they need to know about the event?	
Accessibility: Who can access this event? What will you need to communicate with your target audience? • Wheelchair ramp/Elevator • Uneven terrain • Lighting • ASL Interpreter • Flashing lights	
Personal: How would attending this event have impacted your own University experience? What are you hoping this event will give to the Carleton community?	
Risk Assessment: Identify any possible risks related to the event. Please list all risks, small and large.	1.
Evaluation Considerations: How will you know you've achieved your goals for the event? How will you solicit feedback from attendees, event support, vendors?	
Budget: What is your budget for this event? Is	

this reasonable for the scale of the event?	
Other Venue Considerations: • Venue Capacity • Uninvited guests • Crowding in a specific area • Flow of attendees • Event Component Flow	