



EVENT PLANNING FORM

Copy & paste this template into your own Google Doc to keep for your own records!

**** Details for Localist, Campus Calendar**

EVENT DETAILS

Event Name**	
Date & Time**	
Location**	
Host Department(s)/ Club(s)/Organization(s)**	
Event Coordinator Team & Roles	
Estimated # of Attendants	
Event Description** (what can people expect at the event, and why is it being hosted)	

Goals & Learning Outcomes

LO #1	
LO #2	
LO #3	

Type of Event

Type of Event: Select all that apply**					
Concert & Performances	Exhibitions	Lectures & Presentations	Meetings	Programs	Other

☐	☐	☐	☐	☒	☐
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Target Audience

<i>Target Audience: Select all that apply**</i>					
Undergraduate Students	Graduate Students	Faculty/ Staff	Alumni	Prospective Students	General Public
☐	☐	☐	☐	☐	☐

BUDGET & SUPPLIES

(Catering, advertising, event materials, etc.)

Available Budget & Budget Requested

Amount	Budget	Notes
	TOTAL	

Supplies

Item	Estimated Cost	Location	Actual Cost
		TOTAL	

Backwards Planning Timeline

(Reservations, marketing, risk management)

6 Weeks out: DATE

Status	To-Do Item	Point Person
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5 Weeks out: DATE

Status	To-Do Item	Point Person

4 Weeks out: DATE

Status	To-Do Item	Point Person
	Room Reservations & Set up Confirmed	
	Request Catering & Tech support	

3 Weeks out: DATE

Status	To-Do Item	Point Person
	Posters posted on IMPACT Boards	
	Event listed on Localist, Campus Calendar	

2 Weeks out: DATE

Status	To-Do Item	Point Person

1 Weeks out: DATE

Status	To-Do Item	Point Person

Weeks of Event: DATE

Status	To-Do Item	Point Person

Post Event

Status	To-Do Item	Point Person
	Post Event Reflection (within two weeks)	

LOGISTICS

(Record evolving details of your program planning including recruitment email text and links to links to additional forms etc.)

Reservations

Marketing & Recruitment Details

- What audience are you trying to reach? What are the best methods to reach this audience?

DAY-OF AGENDA

(Create an agenda that outlines what is happening on event day, programmatic roles, etc.)

Time/Duration	Agenda Item	Point Person
	Event Set up (30+ min prior to start)	
	Clean up (30+ min)	

POST-EVENT REFLECTION

1. How many people attended?
2. How did guests/attendees benefit from attending this event?
3. What worked well in the creation, planning and implementation of this event?
(coordination of logistics)
4. What worked well in meeting the program goals? (program design/activities)
5. What can/should be improved if this program were to be implemented again?

In an effort to help with future planning it is suggested that a completed copy of this form be kept as part of your organization's/department's records