Event Planning Checklist

1. **Conceptualize your event**
   Checklist
   - ☐ Purpose & Goals of Event
   - ☐ Title of Event
   - ☐ Target Audience (Undergraduates, Grad/Law, Residents)
   - ☐ Date & Location (choose a primary and an alternate)
   - ☐ Start and end time
   - ☐ Room setup (tables, chairs, stage, podium)
   - ☐ Number of participants & participant cost
   - ☐ Program (speakers, video, band)
   - ☐ Equipment (audio, lighting, etc)
   - ☐ Food (breakfast, lunch, snack, reception, dinner)
2. **Submit an EvR**
3. **Funding and Fundraising**
   Checklist
   - ☐ Establish a Budget
   - ☐ Determine how you will get your funds
     a. Fundraising: Events that have the primary purpose of soliciting voluntary donations for the organization putting on the event.
     b. Funding: ASG registered student organizations may also be able to apply for funds through the Associated Student Government Budget Committee
4. **Marketing: Getting the word out on your event is crucial!**
   Checklist
   - ☐ Posters and flyers
     a. Create promotional material → Free graphic design request form
     b. Check for posting → Signs and posting protocol
   - ☐ On-campus Marketing Media
     a. BlueBuzz/Torero Life posting → email tpbchair@sandiego.edu
     b. Electronic signage in the SLP - fill out the UC/SLP Digital Request Form
     c. Student Orgs Newsletter - send an email to usdinvolvement@gmail.com
     d. Article in The Vista - email vista@sandiego.edu
     e. Entrance Electronic Marquees - fill out the Marquee Request Form
   - ☐ Other Marketing Ideas
     a. Social Media
     b. Giveaways (candy, pens, toys with your event information)
     c. Contacting professors or classes if the event relates
     d. Tabling