

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 usdinvolve@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