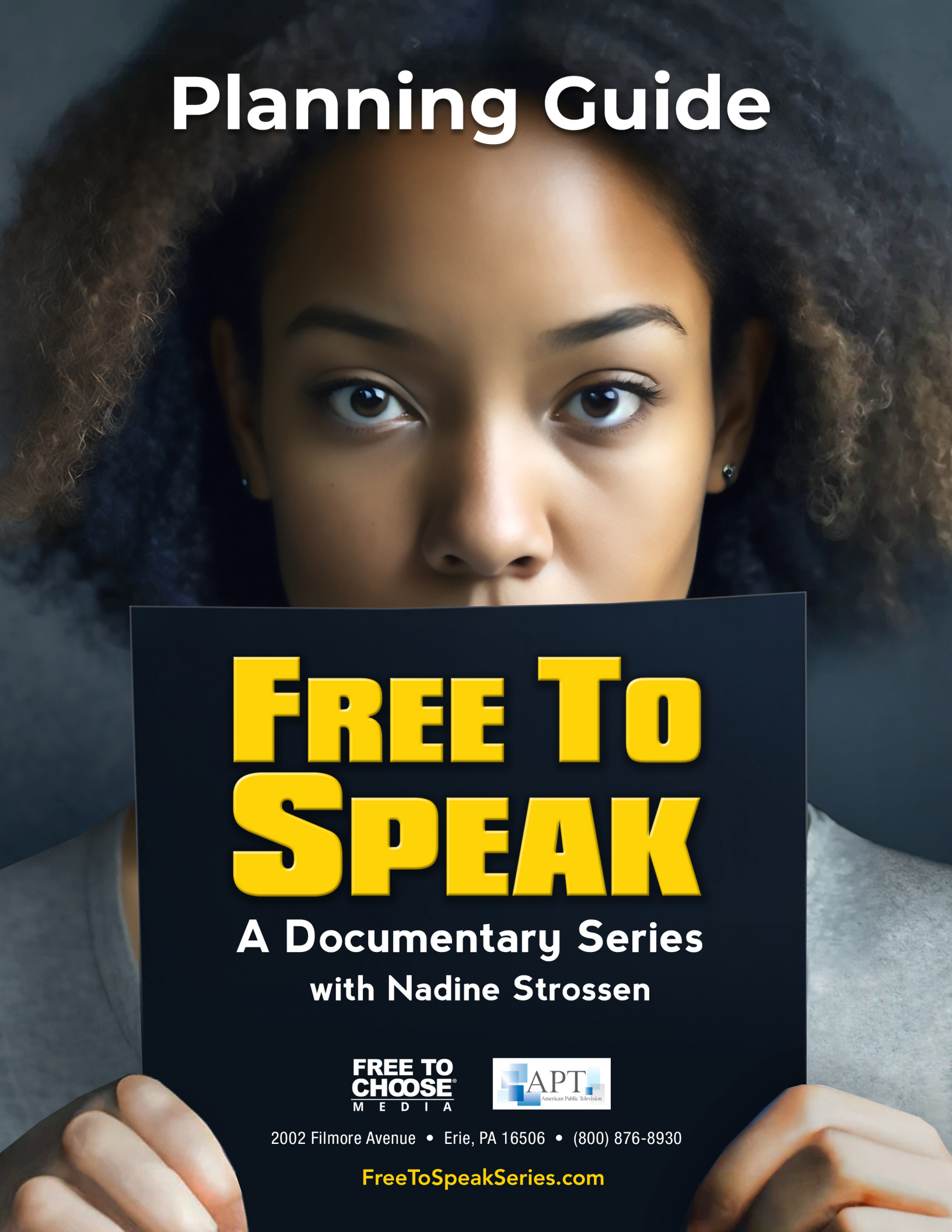
Planning Guide



FREE TO SPEAK

A Documentary Series

with Nadine Strossen

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Event Planning Checklist

Use this basic checklist to assist your group in planning a successful event. Remember, we may not have all of the specifics that your event requires on this sheet, so brainstorm prior to starting your event planning to make sure everything gets covered!

Name of Event: _____
Date: _____
Time: _____
Location: _____
Event Type: _____
_____
_____

BRAINSTORMING

- ☐ Do you need a speaker? FTCM can assist.
- ☐ How many people do you need to make the event happen?
- ☐ How many people do you expect to attend?
- ☐ Do you have the resources to make it happen?

BUDGETING

- ☐ See sample budget planning sheet (attached)

SCHEDULING

Officer in charge: _____

- ☐ Talk with the appropriate room reservation office
  - ○ What size room do you need?
  - ○ What kind of tech needs do you have?
  - ○ What can you afford?
- ☐ Tentatively book a couple of dates
- ☐ Let Free To Choose Media know the date of your event (we will post on our social media)
- ☐ Call the reservation office back to confirm your date
- ☐ Schedule a meeting to go over your tech needs and room set-up
- ☐ Have speaker email a bio and photo.
- ☐ Schedule the travel arrangements for your speaker (if necessary), including a ride to and from the airport and/or hotel
- ☐ Book hotels and/or make dinner reservations for your speaker, if needed.

PERMITS (see Student Handbook to determine if you need any of these permits for your event)

Officer in charge: _____

- ☐ Food permit filled out
- ☐ Alcohol permit filled out
- ☐ Tech/Video permit filled out
- ☐ Sales/fundraising permit filled out
- ☐ Security scheduled

ADVERTISING

Officer in charge: _____

- ☐ Postering
- ☐ E-mailing
- ☐ Chalking
- ☐ Publicity (interviews w/ campus radio/tv/news; local news outlets)
- ☐ Download posters/invitations from www.freetochoosenetwork.org

SHOPPING

Officer in charge: _____

- ☐ Supplies needed for your event:
  - ○ Silverware ○ Plates
  - ○ Napkins ○ Cups
  - ○ Decorations ○ Cashbox
  - ○ Speaker specific items/requests
  - ○ Handouts Other:
    - ▪ _____
    - ▪ _____

2 WEEKS PRIOR

- ☐ Create any programs or fliers needed at the event
- ☐ Create press release or media alert, distribute to all media outlets
- ☐ Follow-up with media outlets to try securing an interview with group/ organization president or speaker -- or invite media to cover the event.

1 WEEK PRIOR

Officer in charge: _____

- ☐ Call reservations and make sure all details are secured
- ☐ Call SAO and make sure all permits have been signed and are completely ready to pick up
- ☐ Call speaker(s) and make sure travel arrangements are secured
- ☐ Download clip(s), discussion questions from www.freetochoosenetwork.org – test them on the equipment you plan to use

DAY OF EVENT

Officer in charge: _____

- ☐ Pick up speaker and get to venue site
- ☐ Compile speaker requests in dressing room
- ☐ Arrive early for the event for set-up
- ☐ Meet vendors at the event and assist with set-up
- ☐ Greet guests at the door
- ☐ Take photos
- ☐ Clean up, remember that your reserved location may have special clean up regulations

AFTER THE EVENT

Officer in charge: _____

- ☐ Send thank you notes to speaker and to volunteers who worked extra hard
- ☐ Send description of your event with photos & captions to FTCN.
- ☐ Do a post-event evaluation (see example attached)
- ☐ Make sure to pay all bills and turn in all grant paperwork on time!!

Don't forget to keep a list of the people and the phone numbers that you are contacting throughout your planning. We suggest collecting them on the back of this list

BUDGET PLANNING WORKSHEET

Here is a sample worksheet to set your project budget.

ANTICIPATED EXPENSES		**ANTICIPATED INCOME**	
Facilities Rental	$_____	Admission Fees	$_____
Food	_____	Co-Sponsors (please list below)	_____
Lodging	_____		
Publicity	_____	Anticipated Grants Income	_____
Speaker Fees / Honorariums	_____	_____ _____ _____ Name of Grant Amount Requested Amount Awarded	
Supplies	_____	_____ _____ _____ Name of Grant Amount Requested Amount Awarded	
Technical Support	_____	_____ _____ _____ Name of Grant Amount Requested Amount Awarded	
Travel	_____	_____ _____ _____ Name of Grant Amount Requested Amount Awarded	
Security	_____	Other Income	_____
Films License or Permits	_____		
Registration Fees	_____		
Other	_____		
***TOTAL**	**$**_____	***TOTAL**	**$**_____

If your totals do not match, you may need to adjust your program accordingly.

POST-EVENT EVALUATION

1. Did we meet our goals/objectives with this event?

2. Did we meet our budgetary goals?

3. Did we have enough volunteers for the event?

4. What could we have done differently to make the event better/more productive?

5. Did we have enough advertising/PR for the event? How could we have made this better?

6. Did we execute the program in a professional manner?

7. Did we face any group conflict with this program? What was it? How was it resolved? What could we have done differently?

8. Would we bring this vendor/performer in again? Was it worth it?

9. Would we execute a similar program in the future? What changes would we make?

10. How does this program allow us to grow as a group, officers, and leaders? Was it a good program?

Notes: