EVENT PLANNING MANUAL

SPECIAL EVENTS

INSTITUTIONAL ADVANCEMENT
THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY

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FACTS TO CONSIDER WHEN PLANNING AN EVENT

PURPOSE | How does this event support our mission? Why are you having this event?

EXPECTATIONS | How many people will come? What do we need to achieve? What else is happening on campus? What do you want attendees to get out of this event?

BUDGET | How much do you have? How much do you need? What if you go over?

SET UP | Describe event set-up. Room set up. Is there check-in? What is needed -Tables? Chairs? Sound system?

DECOR | What is making the area festive? Who is in charge of arranging decorations?

ATTENDEES | Who is attending event? Who should attend? What is the event attire?

RSVP'S | Who will track RSVPs? What is the RSVP deadline?

TRANSPORTATION | How do people get to event? Where do they park? Are there costs or directions necessary to alert guests of? Handicapped parking and disability access?

TIMELINE | Who is doing what at event and when?

FOOD | What is going to be served? Can we expect any allergies? What is the vegetarian option? How do we distinguish who gets which meals? What is the price?

BEVERAGES | What is being served to drink?

TICKETS | Do attendees need to give someone a ticket to be admitted? Who sets pricing? Presale?

SPEAKER/GUEST | Do you need to make a contract to bring someone in?

INVITATION/ PROMOTION | How did people know about event? Invitation design, mailing list? When to send? Reminder invite necessary? Is there an e-mail to supplement printed invitation? Inclusion/special needs statement?

PROGRAM SCRIPT | Outline program – who speaks when, what is the message? Who is preparing the script? Who is prepping the emcee? Hearing impaired accommodation?

PHOTOS | Do we need to take photos? Of what? Who 's the photographer? How distributed/posted?

NAMETAGS | How do we tell who people are? Who is making them? Pre-printed?

FOLLOW UP | Thank you notes? Post event mailings? Evaluations?

EVALUATION | What can be done to improve this event? What went well? What did not go so well?

O2

EVENT PLANNING REQUEST FORM

Event Lead:	
Event Name/Event Type:	
Event Date:	
Event Location:	
Event Start Time:	

EVENT EXPECTATIONS

Budget:
Number of Invited Guests:
University Administration Representatives:
Program Design:
Seating Options:
Registration Requirements:
Technical Needs:

SPECIAL INSTRUCTIONS:
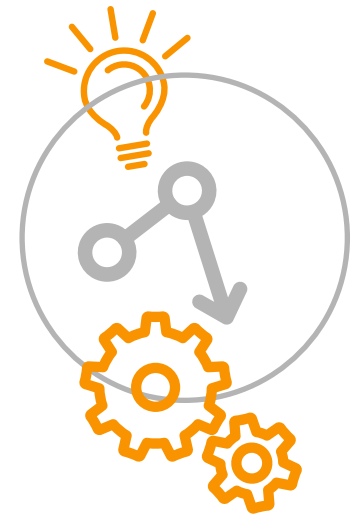
EVENT CHECKLIST

SIX MONTHS PRIOR: (DATE)

- University Administration Representatives
- Venue reservation
- Establish Printing & Promotion Timeline
- Identify Press/Media/Photo Needs

6 mo.

THREE MONTHS PRIOR: (DATE)

- 1st Mailing
- Event layout
- Menu Design
- Décor, gifts, etc.

3 mo.

ONE MONTH PRIOR: (DATE)

- Confirm menu
- Final Mailing
- Update Budget
- Review Event Program
- Review Briefing Packet for Administrators
- Registration Requirements Reviewed and Confirmed
- Define logistics/setup timeline

1 mo.

TWO WEEKS PRIOR: (DATE)

- Review guest count
- Final push for RSVP (if needed)
- Finalize Program
- Confirm Seating Chart
- Finalize Briefing Packet for Administrators to include seating arrangements
- Follow-up with catering

2 weeks

ONE WEEK PRIOR: (DATE)

- Identify greeters
- Finalize Registration Process
- Finalize Day of Schedule with all parties

1 week

DAY OF: (DATE)

- Committee/team meets
- Logistics Reviewed

DAY

72 HOURS AFTER EVENT: (DATE)

- Debrief
- Review Final Budget
- Review Final Attendance
- Coordinate Thank You Cards

72 hrs. after