

Event Planning Worksheet

Planning an event in 10 easy steps

1. Set Goals and Objectives

(2 weeks before the event)

Think about the following questions to help clarify the type of program you want to develop.

- What do you want this program to achieve? _____
- _____
- Who is your target audience? _____
- _____
- How will you judge the success of the program? _____
- _____

2. Select a Date

(2 weeks before event)

In order to optimize your audience, it is important to make sure you are not competing against any other programs. Be sure you discuss a date for your event with the following people to see if there is anything else going on:

- Campus Events Calendar (www.wvu.edu/calendar)
- Student Activities List (www.wvu.edu) or call 963-1110

3. Reserve the Space

(2 weeks before the event)

Reference go: Student Center – Office of Student Activities (963) 1110
 Science Building – Science Division Office (963) 2555
 Classroom – Registrar's Office (963) 2525
 Student Hall Lounge – Contact the SSO at the front desk
 1110 Lounge – 1110 (963) 1110
 Mail – Office Services (963) 1110

Event Date: _____ Event Time: _____ Reserved by: _____ Details: _____

- _____
- _____
- _____

4. Develop a Budget

(2 weeks before the event)

How much will you spend on this program? Be sure to develop cost estimates for all of these possible expenses.

ESTIMATES

Cost of the Performance:	\$ _____
Travel for performers:	\$ _____
Rehearsal for performers:	\$ _____
Lodging for performers:	\$ _____
Facility rental (theatre/club/other venue):	\$ _____
Estimated Live Media (television/radio):	\$ _____
Printing (programs/posters etc. etc.):	\$ _____
Supplies:	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL ESTIMATED:	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL ESTIMATED:	\$ _____

5. Contracting with a Performer?

(2 weeks before the event)

Are you using a band, speaker or performer? If yes, you need to work with the Office of Student Activities to contract the performer and arrange payments. Help by Student Activities to work on the following things:

- Complete your contract worksheet (the University requires this form after all contracts are signed for program payments)
- Book lodging for performers:
 Where: _____
 # of nights: _____
 # of meals: _____
 Kind of room (single/double, smoking, non-smoking) or _____
 Confirmation # _____

You're Not Done yet!

