

Event Planning Worksheet

Planning an event in 10 easy steps

1. Set Goals and Objectives (a semester before the event)

Think about the following questions to help develop 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? _____
- _____

3. Select a Date (8 weeks before event)

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

- ☐ Campus Events Calendar (www.morris.umn.edu/events/)
- ☐ Student Activities (call 6080 or stop by SC 15)

4. Reserve the Space (8 weeks before the event)

Where to go: Student Center—Office of Student Activities (SC 15)
Science Building—Science Division Office (Sci 2550)
Classrooms—Registrar's Office (Behmler 212)
Residence Hall Lounge—Contact the RD of the Hall
MRC Lounge—MSP (MRC 110)
Mall—Plant Services (Cam 9)

Event Date	Event Time	Reserved by	Details
<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	_____	_____	_____

2. Develop a Budget (a semester before the event)

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

EXPENSES

Cost of the Performer(s)	\$ _____
Travel for performer(s)	\$ _____
Hospitality for performer(s)	\$ _____
Lodging for performer(s)	\$ _____
Facility rental fees/Info Desk coverage	\$ _____
Technical Crew/Media Services/custodial	\$ _____
Publicity (news paper ads, etc)	\$ _____
Duplicating	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL EXPENSES

_____ \$ _____

INCOME

Ticket Sales \$ _____

Co-Sponsorship \$ _____

_____ \$ _____

TOTAL INCOME \$ _____

5. Contracting with a Performer? (6 weeks before the event)

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

- ☐ Complete a pre-contract worksheet (the University requires 30 days after all contracts are signed to process payment)
- ☐ Book lodging for performer(s)
Where: _____
- # of nights: _____
- # of rooms: _____
- Kind of rooms (single/double, smoking, non)
- Confirmation #: _____

**You're Not
done yet!**

