**General**

* Name of the event
* Location of event
* Date and time of event
* What other events are going on that day? Any potential conflicting events with same audience? Create a list
* Anticipated number of guests
* Target Audience

**Risk** **Management**

* Think of all possible risks for the night
* Create a risk management plan
* Fill out the risk management form and any other forms required
* Be familiar with all emergency procedures

**Venue**

* Is the location on or off campus? Who do you need to contact to book the space?
* What is required for set up and tear down?
* Time length of booking
* Contingency plan if it rains or there is poor weather? (outdoor events)
* What comes with the space? (Equipment, Tables, chairs, etc)
* Will you require early access to any spaces? Contact Safety to coordinate early access/weekend access
* Accessibility

**Registration**

* Does your event need registration ahead of time?
* Where will you gather registration information? What questions do you need to ask?
* Are parking passes needed?
* Will you require parking attendants/security on site?

**Marketing**

* What forms of collateral material will you need to create?
  + Posters
  + Handbills
  + Programs
  + Invitations
  + Save the dates
  + The Charlatan
  + Website, CUx Calendet
  + Emails (Upcoming Events Carleton)
  + Event signage
  + Social media posts
  + This week @ Carleton posts
  + Email campus partners
  + State of the Raven
* Plan the distribution of materials
* Ensure all marketing materials are ready well in advance

**Budget**

* What is your budget for the event?
* Make a list of all possible costs
* Record all potential expenses

**Audio/Visual**

* Make a list of equipment needed for the event
* Will you need assistance with setting up the required equipment?
* Contact Instructional Media Services (IMS) to book technology, get keys, etc

**Food & Beverage**

* Create a list of items you wish to serve
* Connect with Aramark or CUSA establishments for any food on campus

**Supplies**

* Create a list of needed supplies
* Organize and prep materials and supplies in advance (before day of)

**Set-Up**

* Create a site plan to map out the event space
  + Registration/welcome area
  + Layout (stages, chairs, tables, etc.)
  + Coat-check
  + Seating plan (if needed)
  + Emergency exits, washrooms, etc.
* Will you need to rent equipment?
* Registration/welcome area
  + Subscription clipboard
  + Check in sheets
  + Other information for the event
* AV equipment (laptop, projector, screens, lighting, microphones, etc.)
  + Call IMS if equipment is not working
* Music (live, DJ, iPod, etc.)
* Security arrangements
* Parking arrangements
* Transportation arrangements
* Signage in good locations & often

**Speakers/Acts**

* Proof read any scripts
* Inform the speaker of their roles and duties
* Give the speaker a timeline
* Do they need to sign performance agreements?
* How will you pay them?
* Ensure they are aware of safe space policy and code of conduct

**Volunteers**

* Will you require volunteers? How many?
* Create a list of roles and responsibilities
* Recruit volunteers and hold a training session (if necessary)
* Send timeline/schedule of event to volunteers
* Bring copy of schedule for volunteers to event
* Volunteer clothing (tshirts, or dress code?)
* Lead Volunteers who are familiar with more event details for each area