



Event Planning Checklist and Timeline

Outlining Your Events/Brainstorming Ideas

- Meet with your organization and brainstorm possible events/needs/topics/goals.
- Outline your events for the semester. Will one person be in charge of all events or will each member of your club/organization be in charge of one event?
- Discuss your budget. Make sure you have the funds to host all your events.
- Discuss your ideas with your club advisor.
- Assign a contact person for each/all events (The “Event Planner”).

Eight Weeks Prior

- Host a meeting to discuss the event:
 - What are your goals?
 - Who is your target audience?
 - Will the event be open to the entire CVM community or just club members?
 - Will you need volunteers to run different aspects of your event?
- Discuss the roles of club members. What types of subcommittees will you need?
 - Marketing Team
 - Event Set Up
 - Other committees?
- Check to online CVM calendar for open times and/or possible conflicts.
- Contact any outside speakers or guests. Give them *at least* two months’ notice and offer several dates/times.
- If hosting a large event (such as Open House), have a College of Veterinary Medicine staff or faculty member as an advisor to help you navigate the process. This is not necessary for lunch lectures or smaller events.

Six Weeks Prior

- Confirm your budget for this event with your Treasurer.
- If using volunteers, host a volunteer meeting:
 - Explain the event
 - Discuss the different needs
 - Have a volunteer sign up sheet
- Plan your marketing:
 - How will you advertise your event?
 - How much do you have to spend on advertising?

Four Weeks Prior

- Request a room reservation (this *must* be done 14 days in advance, but you should do it one month in advance for a better chance at getting your preferred location: <http://vet.osu.edu/club-meeting-request-form>).

- Send a "Save the Date" email so the CVM community knows about your event.
- Put up flyers/other marketing materials (if applicable).
- Order any equipment (if applicable).
- Order food and drinks. Check to see if silverware, plates, napkins, cups, etc. are included, and if not, buy them separately.

Two Weeks Prior

- Confirm with your speakers/guests that the original date and time still works with their schedule.
- Are your advertisements still up? If you need to further market your event, do so now.
- Create a Google Form for students to RSVP and so you can keep track of who attended (if applicable). Include on the form:
 - Name (first and last)
 - Email
 - Class Year
 - Dietary Restrictions
 - Any other information you may need from guests
- Send an invite email with the Google Form RSVP. Make sure the following information is included:
 - Name of your sponsoring club/organization
 - Date/Time/Location of event
 - A short summary of the event
 - Names of your guest speakers
 - A date in which to RSVP
 - If there is a cap on the number of people able to attend, note that on the RSVP

One Week Prior

- Confirm food count with your caterer. Will it be pick up or delivery? If delivery, be sure they know where to go.
- Remind any volunteers about the event and what they signed up to do.
- Ask the speaker to send you a biography so you can introduce them.
- Confirm with your speaker/guests where to go and give them directions to the location. Ask them to arrive at least 15 minutes before the start in case there are any parking or traffic issues.

Day of Event

- Have everything set up at least 30 minutes before your event start time.
- Greet the speaker and offer them water.
- Introduce the speaker.
- Make sure area the area is clean after your event.

After Your Event

- Take down any posters/advertisements.

- Follow up with a thank you to any speakers/guests.
- Return any borrowed equipment.
- Evaluate your event by sending a survey to attendees.
- Discuss with your committee/club/organization:
 - Was the event successful?
 - Is this an event you want to hold in the future?
 - What went well?
 - What should be changed for next year?
 - Be sure to thank the club/organization members and volunteers who helped with the event