# Event Goals

What is this event trying to accomplish?

Who is your audience? What will keep them interested?

# Event Management Plan

Who is hosting the event?

Who is coordinating the logistics?

What is the budget?

Can this be a “green event”?

Who is the point of contact during the event? Back up contact?

Is a contact/important numbers list needed?

What date/time will be best for this event?

How many guests, speakers, staff need to be accounted for?

What deadlines need to be established?

What are the risks? How can they be avoided? Plan B?

Is planning consultation needed with Gillings Facilities Office, AV Services, OSA (Room reservations)

# Venue

How much space is needed?

What is the date of the event? What other events are on the schedule for nearby locations?

Indoor or outdoor? What is the backup plan if it rains?

What room/event space options are available?

Will after-hours access need to be requested?

Is available lighting adequate?

What is the seating plan? Will everyone be comfortable? What ADA options are available?

Will existing furniture need to be removed/rearranged?

Will there be different locations for breakout sessions, meals, etc.?

Safety plan?

# Parking/Wayfinding

What parking options are available? Are ADA options available?

Is a parking monitor needed?

Is there any signage needed to guide guests to the event?

Are there any physical challenges to the layout?

Are guests moving from one location to another? Will they be guided by an usher or signage?

# Facilities Set-up

How many event tables are needed?

Will linens be required? White linens for 6ft tables are available through the Gillings Facilities Office.

Are extra chairs needed?

Do extra tables and chairs need to be ordered from Housekeeping Services?

Housekeeping or Grounds walkthrough needed in advance? (Pressure wash? Blow leaves? Housekeeping may be required for after-hours events)

Have these services been requested of the Gillings Facilities Office?

# Sound / Music / AV

What equipment will be needed for the event?

Has equipment been requested from AV Services?

Does host need training on equipment prior to event?

Will AV rep be on site? Communication plan?

What type of lighting is needed for video recordings, etc.?

Will there be a photo booth set up?

Will music be playing in the background? What genre?

Will there be additional entertainment? What additional support is needed?

# In Room Sound / Music / AV

Have you scheduled a meeting with event technology providers?

Have you created an itinerary or run of show to share?

Will event presenters or participants need microphones & speakers to amplify audio in the event space?

Are there presentations of content (slides, videos, etc.) that needs to be displayed in the event space?

Does host need training to use equipment prior to the event?

Is there a need for a photo booth, photographer, video recording to capture event?

Will music be needed as background or in a performance? Genre of music? Who's providing?

Will there be additional in-room entertainment that will require audiovisual support?

Will presenters or participants need to have access to the internet?

Will AV Rep be on site? Communication Plan during the event?

Have you identified testing or rehearsal time in the event space?

Remote or HyFlex Event

Have you scheduled a meeting with event technology providers?

Have you created an itinerary or run of show to share?

Will event presenters or participants need microphones & speakers to amplify audio in the event space and/or online?

Are there presentations of content (slides, videos, etc.) that needs to be displayed in the event space and/or online?

Does host need training to use equipment prior to the event?

What tool or application will be used to connect with remote audience?  Need internet access?

How many remote participants or viewers?

Is there a need to see and hear remote participants during the event? Are there any remote presenters or moderators of the event?

What additional remote tools will you need (breakout sessions, chat, polls, etc.)? Have you designated a person to control tools?

Will you need a recording of the remote or HyFlex event? How will you use the recording?

Will AV Rep be on site and online? Communication Plan during the event?

Have you identified testing or rehearsal time to test remote conferencing tool?

# Catering / Food & Beverage

Where will catering be set up?

What will the menu be? What special dietary restrictions need to be considered?

Any special themes relevant to the program?

What service-ware should the caterer bring? Reuseable? Disposable?

Who will monitor waste throughout the event? Are extra housekeeping supplies needed?

Is an alcohol permit needed for the event?

# Invitations

Who are the guests?

What is the timeline for sending out invitations and receiving the RSVP?

What type of invitation will be used? Paper? E-vite? LCD screen? Social media?

Is there a web page for the event?

Are directions, parking options, accessibility information included?

Do out of town guests need to be provided local town information?

# Décor & Signage

Is there a theme?

What type of décor will be used?

Will restrooms, kitchens, other spaces need special touches?

Is any special signage required for the space?

Do banners need to be placed in advance?

# Photography/Communications

Is a photographer needed on site?

Lighting requirements? Pre-event walkthrough needed?

Will Communications Office team member be present for photos, social media posts?

# Registration / Welcome / Staffing

Is a registration table needed? Are department or Facilities linens needed?

Who has guest list? Printed or electronic?

Are nametags being used? Blanks for on-site?

Are program packets being distributed? Giveaway items?

How many staff needed for greeting/ushering, checking in?

Will there be rush times? How will that impact layout?

# End of event/Clean up

Who will clean up after the event? How many people are needed?

Clean up catering, signage, décor, empty trash, lost and found items.

# Debrief/Lessons Learned

Thank you notes

Lessons Learned meeting (for recurring/large events)

What was successful?

What needs improvement?

Were goals achieved?

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| --- | --- | --- |
| **Name of Event** |  | |
| **Date/Beginning and End Time of Event** |  | |
| **Location of Event** |  | |
| **Event Host** |  | |
| **Logistics Coordinator/Event Manager** |  | |
| **Action Items** | **Completed** | **Notes** |
| **Event Management**   * Determine budget * Create event planning document * Set timeline/deadlines * Create contact/important numbers list * Consult with Gillings Facilities Office, AV Services, OSA (Room reservations) * Determine “green-ability” of event |  |  |
| **Venue – Gillings School of Global Public Health**   * Check space availability via Outlook calendar * Reserve space (wait for confirmation email) * Consult Facilities Office for planning support * Review ADA needs |  |  |
| **Set up – Facilities Office**   * Discuss layout options with Facilities Office * Request extra tables, chairs and linens * Request after-hours building access (if applicable) * Request extra trash and recycling bins * Contact Facilities Office for weekend event Housekeeping Services (required) * Request pre-event Housekeeping/Grounds services |  |  |
| **Audio/Visual Needs**   * Determine what AV equipment is needed * Request AV Services * Is training on system needed? * Extra electrical requirements |  |  |
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| **Logistics Coordinator/Event Manager** |  | |
| **Action Items** | **Completed** | **Notes** |
| **Catering**   * Research catering options * Purchase service-ware, if not provided * Consider special dietary requirements of guests * Decide final menu * Waste management plan for event |  |  |
| **Safety**   * Security alerted (after-hours event) * Safety concerns addressed * First aid kit/plan |  |  |
| **Staffing**   * Extra required * Staff to meet and greet guests |  |  |
| **Photography/Communications**   * Contact Communications Team for event photography, LCD posts, branding policies |  |  |
| **Gifts/Giveaways**   * Determine/order gifts/giveaways * Provide copies of publications |  |  |
| **Décor/Ambiance**   * Floral arrangements, balloons, centerpieces * Background music * Lighting |  |  |
| **Housekeeping/Grounds**   * Pre-event walkthrough * Extra supplies on hand during event |  |  |
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| **Action Items** | **Completed** | **Notes** |
| **Post-event Clean Up**   * Catering clean up * Shut down AV equipment, music, etc. * Remove signage * Return space to original set up |  |  |
| **Debrief**   * Schedule Lessons Learned meeting * Thank you notes |  |  |