

TXWES EVENT CHECKLIST

LIVING SMALLER
SMARTER

READY TO PLAN THE PERFECT EVENT? THIS EVENT CHECKLIST IS YOUR GUIDE. THE ITEMS IN EACH CATEGORY DO NOT NEED TO BE DONE IN ORDER. JUST CHECK THEM OFF AS YOU GO!

1 SET A GAME PLAN

- Set event objectives and goals. Ask yourself:
 - What am I trying to accomplish? Be specific.
 - Define your audience. Who are they?
 - What benefits will event attendees be receiving?
 - How will you brand this event? What opportunities are there? Is there a theme?
 - Who are your stakeholders? Who else needs to be involved.
- Establish an event committee and assign point persons. Determine who is responsible for what.
- Outline a timeline for deliverables, set measurements for the event and keep track of progress.

2 NAIL DOWN THE DETAILS

- Determine a date, time and location
 - Check the University calendar for holidays or other potential conflicts (days off, other events).
 - Will there be any local events/trends that may affect the date and time of your event?
 - Check the availability of president, provost and other key dignitaries.
- Book a location and get confirmation, contract and insurance, if needed.

3 BUDGET

- Set a budget
- Determine event costs, resources/funding and get approvals.
- Request quotes and select vendors.
- Get your purchase orders created.

4 PROMOTE YOUR EVENT

- Contact Marketing & Communications at least eight weeks prior to the event and discuss plans.
 - Will your event require invites? Contact Marketing & Communications at least 10 weeks prior to the event. (Invites take 4-5 weeks to get designed, approved and produced. In addition, invites are normally mailed 4-6 weeks prior to an event.)
- Consider all forms of communication: print, social media, digital media and/or email.
- Outline a communication timeline
- Post an event and news story on the university website.
- Order swag/merchandise/giveaways to promote your event. Keep in mind design and production timelines for promotional product.
- If applicable, collect, contact information needed for mailing lists.

5 POST-EVENT OPPORTUNITIES

- Prepare and send thank you email and/or gifts. Best practice is to do this within 24-48 hours.
- Create an online event photo gallery and post this on social media. Best practice is to do this within one week after the event.
- Add attendees to next year's mailing list and consider future event communications to keep you audience informed.
- Report back to your stakeholders on the event's outcomes and achievements.
- Process any unfinished financial paperwork.

QUESTIONS? CONTACT US

OFFICE OF MARKETING & COMMUNICATIONS

ANA GALAVIZ
CREATIVE SERVICES MANAGER
817-531-7514
ALGALAVIZ@TXWES.EDU

