When planning an event with multiple departments, you may have to tweak a normal events checklist to ensure alignment.

# Pre-Planning Meetings

During pre-planning, your top priorities are agreeing on event format, outlining your timeline for major parts of your event, and setting budget (amount and source).

* Determine goals and purpose of the event
	+ What do you need to communicate?
	+ What are your measures of success?
* Set Event date and time
	+ Check against major religious holiday calendar
	+ Check against campus calendar
		- Student academic schedule
		- Major deadlines/breaks
	+ Check against national or state holidays
* Set Budget
	+ Determine overall budget
	+ Determine which department covers what
		- Will you divide costs by location, by vendor, by audience?
		- Will you need to split invoices between departments?
		- Where and how are you tracking budget to prevent overages?
* Determine event presentation
	+ Hybrid, virtual or in-person
	+ We highly recommend a virtual or in-person, with a recording you post after event if there is a need to share
* Select venue
	+ Check A/V needs
	+ Capacity needs
	+ Hybrid meeting needs?
* Create your first draft of your event Run of Show
	+ Outline major event components
	+ Note location for each component
	+ Keep things general but times should be firm

# Logistics Meetings

Your early logistics meetings should determine your lead for each part of your event. Roles can overlap and you may have multiple leads for one component. The priority is defining realms of responsibility. If everyone is responsible, no one is responsible so have a lead even if they are sharing the workload.

* Committee Lead
	+ Set your committee lead or leads
		- *Who is in charge of scheduling meetings? Running the meetings? Sending out notes about what happened in the meetings? Holding people to deadlines? We recommend having a committee lead to direct the group and an administrative co-lead who manages the logistics of schedules and notes.*
* RSVP and Guest Management
	+ Determine RSVP and invite lead
		- *Having one person responsible for this prevents double sends or missed sends because we assume an invite was sent*
	+ Create one shared RSVP form, using checkboxes for guests to select their attending events
	+ Create shared excel doc for invite list and sharing who has RSVPed
		- RSVP lead will determine update schedule (daily, weekly, etc)
	+ Set VIP contact leads
		- Discuss if one person will manage all VIPs or one person will write copy for others to distribute to their VIPs.
		- See Speaker management for cross-over duties
* Vendor Management
	+ Determine who will be lead with each vendor
		- *One person as lead for all vendors may be too much. Splitting by either vendor or space allows for shared work. Budget splits may also help determine who leads with each vendor.*
	+ Create a shared run-of-show or event plan for all planners
		- Each planner updates their own vendor load times, contact info, and details
	+ Set lead to alert campus partners
		- *Much like vendor management, have one person serve as lead to inform campus partners who interact similar to vendors. This can include:*
			* Parking
			* GTPD
			* Emergency Services
			* Facilities (staging, trash, recycling)
			* OIT
* Volunteer Management
	+ Determine volunteer management lead
		- *You may have one master lead for the entire event with a captain for each part of the day or have each planner for every part of the event recruiting there own.*
	+ Determine volunteer needs and recruitment method
		- Volun-told staff?
		- Ask for department volunteers
		- Booking student ambassadors
	+ Create a shared volunteer plan
		- *Regardless of leads or captains, do share your volunteer plans with each other avoid overlaps.*
* Communications Planning
	+ Determine communications and marketing lead
		- *This may be the same as your RSVP lead for invite only events*
		- *If campus-wide invite, set a lead for marketing*
	+ Create a communications plan
		- Invite send schedule
			* Initial sent, reminder sends, individual pings
		- Campus Marketing push
			* Key communication officers, campus newsletters, organizations
	+ Create advertising package
		- *Determine if you list as one event or multiple smaller events. Unless you have a VIP only portion, we recommend one listing with a schedule of events for each part.*
		- Boiler plate text to send to communicators
		- Add event to Mercury
		- Create event graphic, if needed
			* *We advise avoiding an ‘event logo’, instead selecting an* [*event color scheme*](https://brand.gatech.edu/our-look/colors)*, one* [*brand font*](https://brand.gatech.edu/our-look/typography) *for your title, and including a photo that showcases your speaker, topic, or venue.*
* Speaker Management
	+ Determine lead for communicating with speakers
		- You may have someone make the ask but logistics and continued communications shift to your speaker management lead
	+ Email speakers with initial request. Be sure to include:
		- Themes to speak on
		- Target speech length (provide word count AND delivery length)
		- Deadline for draft and final script
		- When they will receive day-of logistics from you (such as directions, mic, podium, setup details)
	+ Build your script shell
		- Intros and outros
		- Speaker order
		- Stage direction
	+ Gather draft speeches to compose script book
		- Have one person review entire script to limit repeat content, ensure length is within target, and basic grammar review
	+ Receive final version of scripts from speakers
	+ Print and prep your podium copy script (print day before or day of event)
		- Tab out each speaker
		- Print out at least two copies: podium and back up copy
			* Label your books with which is which!
		- Include any emergency script, if necessary, in back of book

# Plan your Event

From here you will begin to actually plan out your event. Refer to our general event planning checklists, which cross over all the duties in the above section, for guidance.

Your leads for each item should be meeting weekly or biweekly, depending on how far out your event is.

## One Week Before Event

* Schedule Review Meetings
	+ AV test runs
	+ Logistics overview with all leads
* Email VIP with details
* Email Speakers with details and confirm final script copy
* Email final guest reminders
* Create your print and pull list with assignments
	+ Review who is printing reserved signs, nametags, directional signage, etc
	+ Review who is bringing event supplies like scissors, tape, pens, etc
	+ Review who has any special items like programs
* Review who is sending items post event (Your communications lead is a good choice for this)
	+ Any website flips?
	+ Any videos or photos to be posted/shared?
	+ Any post-event surveys?
* Schedule your event postmortem
	+ *This may be a one-time event, but there are always lessons to learn. Schedule an after-action meeting within two weeks of your event to ensure your team reviews.*