

EVENT BUDGET AND PLANNING GUIDE

GENERAL INFORMATION

Event

Objective/Purpose

Theme

Overall Responsibility

Staff or Faculty Member:
Student or Volunteer:

Intended Audience

Primary:
Secondary:

Location

Timing of Event

Date:
Day of week:
Time of day:
Conflicting events:

Overall Budget \$ _____

Account(s) charged _____

AUDIENCE BUILDING

Invitations

Invitation format:
Envelopes:
Reply cards/envelopes:
Quantity:
Mail House/Postage charges:

<u>Budget</u>	<u>Individual Responsible</u>	<u>Date Accomplished</u>
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Flyers/Posters/Table Tents:

Displayed on campus: _____
Displayed off campus: _____
Total Quantity: _____

Press Kits/Releases for:

Newspapers/Magazines (list each):

Calendar sections:

Brief announcements:

Feature Story:

Radio or TV:

Stations to be targeted:

ARRANGEMENTS

Budget:

Individual Responsible:

Date Arranged:

Speakers/Presenters:

Speakers/Presenters Travel/Hotel:

Speaker Hospitality:

Other transportation (bus, parking):

Food/Catering:
(include water for speakers)

Room Set Up:

Exhibits/Tenting/Other Set Up:

Rentals (tables, chairs, dishes, staging):

Flowers/Decorations/Banners/Flags:

Photographer/Videographer:

Music/Entertainment:

Other Services (valet, servers, bartender):

Nametags/Placecards:

Support Materials:

- Printed programs:
- Registration area:
- Handouts:
- Charts/Markers:
- Brochures:
- Directional signs (indoors):
- Other:

Audio/Visual Equipment:

- Microphone/Speakers:
- Screen:
- Podium:
- Overhead:
- TV/VCR:
- LCD/Computer:
- Special lighting:
- Audio/Video taping:

Premiums/Awards/Speaker gift:

Housekeeping/Maintenance:

Parking:

- Reserved area for all guests:
- Reserved VIP spots only:
- Parking permits:
- Directional signs (outdoors):

Security:

Program Agenda and Scripting:

- Opening remarks, introductions (MC):
- Speaker(s) and topics(s):
- Concluding remarks:

Evaluation: