OCL Student Organization Event Checklist

Student Organization: _____ Event Title: _____

Event Date: ____ / ____ / ____ Start Time: ___:___ a/p End Time: ___:___ a/p Location: _____

4 Weeks Prior: The following items must be completed by: ____ / ____ / ____

☐ **Brainstorm:** Think of your idea, research activities/vendors for event, including:
  ☐ Theme/Vision: What is the purpose of this event? What do you hope to accomplish?
  ☐ Event Date & Location: When/where will the event be held?
  ☐ Budget: What expenses are there? How much money do you have?
  ☐ Collaborate: Will you collaborate with other groups? If so, contact them to gauge interest.
  ☐ Creativity: What will make your event unique/different from others?
☐ **Event Proposal:** Discuss the event at a weekly meeting to get group approval/feedback. Receive feedback from other students via forms/surveys, social media, etc.
☐ **Delegate:** Include other members in your planning process, and create a list of tasks for each person.
☐ **Reserve Space:** Reserve space in EMS. Provide as many event details as possible in your reservation.
☐ **Event Reg:** Attend an Event Registration meeting to review needs for facilities, TUPD, TEMS, etc.
  ☐ Email OCL@tufts.edu to sign up for Event Registration. *You may also come to a meeting without signing up.*
  ☐ Event Registration takes place every Friday in Campus Center 203 at 10:00am.
☐ **Tickets:** If tickets need to be sold, complete the Tufts Tickets request form at *bit.ly/tuftsticketsrequest*. *Ticket contracts must be in at least one week prior to when your tickets go on sale. Late fees apply.*

3 Weeks Prior: The following items must be completed by ____ / ____ / ____

☐ **Promotion:** Plan out your marketing strategy.
  ☐ Facebook Event   ☐ Website
  ☐ Poster   ☐ Student Life Calendar Event
☐ **Social Media:** Plan out your posts ahead of time. Who will post? What should be posted and when?
☐ **JumboDigest:** Submit a request to be included in the JumboDigest at *go.tufts.edu/jumbodigest*.
☐ **Paperwork:** Submit all required paperwork to the Campus Life Financial Office, including payment for:
  ☐ **Flyers/Copies :** Gnomon copy/etc.
  ☐ **Food:** Place order with catering or other food service provider.
  ☐ **Outside Vendors:** Complete a Performance Agreement and collect all information for payment.
  ☐ **All other purchases.**
☐ **Event Staff:** Schedule OCL Student Event Staff, if necessary, by emailing a request to ocl@tufts.edu.

2 Weeks Prior: The following items must be completed by ____ / ____ / ____

☐ **Confirm:** Confirm that the following are complete and accurate:
  ☐ The room has been reserved.
  ☐ The event info on: Facebook event, student life calendar, website, flyers, etc., are all correct.
  ☐ All contracts have been returned and submitted to the CLFO.
  ☐ Food/etc. has been ordered.
  ☐ All of your event items have arrived/will be present on time.
  ☐ Event Staff are scheduled and equipment needs are met.
☐ **Promotion:** To ensure proper promotion for your event, complete the following.
  ☐ Print and put up posters around campus by following the Posting Policy on OCL.tufts.edu
  ☐ Submit 100 posters to Residence Life to post in the Residence Halls, if wanted.

- ☐ Confirm Social Media campaign is established and scheduled.
- ☐ **Event Volunteers:** Ask for volunteers to work your event during a regular meeting or through email.

1 Week Prior: The following items must be completed by ____ / ____ / ____

- ☐ **Promotion:** To ensure proper promotion for your event, complete the following.
  - ☐ Posters are hung around campus, including residence halls (hang posters on Tuesday AM).
  - ☐ Facebook event is created and has been promoted to student body.
  - ☐ Utilize other creative ideas: chalking, tabling, snapchat, videos, etc.
- ☐ **Event Preparation:**
  - ☐ Confirm with all campus partners and outside vendors.
  - ☐ Create a diagram with information on all set up and volunteer needs.
  - ☐ Create and print any signage for the event.
  - ☐ Gather any supplies necessary. Organize items.
- ☐ **Event Volunteers:**
  - ☐ Keep in in mind any setup needs, who will greet vendors/performers, breakdown needs, etc. and what time everyone should arrive by.
  - ☐ Create a detailed spreadsheet of shifts, tasks and responsibilities for each volunteer.
  - ☐ Distribute information to all parties involved ahead of time.
  - ☐ Remind volunteers of roles and when to arrive.
  - ☐ Include arrangements for your group to live post photos/info about the event. Have someone designated to take photos/videos.

Event Day: The following items must be completed by ____ / ____ / ____

- ☐ **Promotion:** Conduct any final event promotion.
- ☐ **Setup:** Arrive early to the event and ensure:
  - ☐ The room is setup correctly, including AV needs, etc.
  - ☐ Ensure food is set up in an orderly, cleanly fashion following proper food safety.
  - ☐ Someone will greet the any guests and ensure their needs are met.
  - ☐ Place signage where necessary.
- ☐ **During the Event:**
  - ☐ Be sure to delegate tasks appropriately and enjoy the fruits of your labor!
  - ☐ Be mindful of the crowd and any issues that may arise and take appropriate action if needed.
  - ☐ Live-post to social media. Be sure to take lots of pictures!
  - ☐ Take attendance and notes on items to include in the event evaluation.
- ☐ **Breakdown:**
  - ☐ Ensure that all items are put away in their appropriate spots (storage, office, etc.).
  - ☐ Remove any signage used for the event.
  - ☐ Return all furniture to its original location.
  - ☐ Remove all trash from floors and tables and bring any items that do not fit in the trashcans to the dumpsters.

Within 1 Week After: The following items must be completed by ____ / ____ / ____

- ☐ Complete an event evaluation with your group members.
- ☐ Email Annie.Wong@tufts.edu if event contracts were honored and confirm mailing address for payment so CLFO may process payment, or submit any final invoices for payment.
- ☐ Send a thank you email/notes to volunteers/staff that worked the event, and follow up on any concerns.
- ☐ Organize event file and archive, including final budget numbers, attendance records, and notes for next time.