# Event Conceptualization
- Purpose and goal
- Audience
- Budget
- Theme and key messages
- Form a committee
- Follow approval process if necessary

# Confirm Date and Time
- Other Edmonton events on that date?
- President
- Chancellor
- Board Chair
- Vice-Presidents
- Government Relations – if inviting government officials
  (Be in touch with this office ALWAYS, when gov’t officials are attending your event)
- Deans, Chairs, or Directors?
- Guest(s) of Honour?
- Public Affairs (Beats09)

# Facility
- Reserve facility
- Confirm capacity
- Insurance/License/Permit requirements
- Tour space with event suppliers
- Wheelchair accessibility
- Electrical capacity
- Air conditioning or heating
- Background noise

# Guest List
- Assign person to maintain list
- Collect addresses/emails from various sources
- Build RSVP template to collect names
- Set up RSVP lines (web, voice-mail, e-mail, etc.)
- Track responses
- Create nametags or place cards

# Security
- Campus Security (will need to be contacted for an event of +300 people)
- Edmonton Police Services
- RCMP

# Confirm Catering Details
- Style (luncheon, reception, dinner)
- Menu
- Bar style (open, host, donated)
- Provide final numbers one week prior
- Request dietary restrictions on invitations

# Confirm Rental Details
- Chairs, tables
- China, silver, glassware
- Linens
- Coat Racks, hangers & tickets
- Staging and draping
- Information booths
- Ice sculpture

# Technical Support
- Audio visual (projector, TV, laptop)
- Lighting
- Electrical requirements
- Podium
- Microphone(s)
- Media feed (audio box)
- Photographer and/or videographer
- Volunteer cell phone list and/or headphones/walkie-talkies
- CART (real-time captioning) and/or sign language interpreter

# Design and Printing of Materials
- Maintain a common theme
- Save-the-date postcards
- E-mail version of invitation
- Invitations and/or response cards
- Envelopes

# Stuffing and Mailing
- Directional signage
- Podium sign
- Banners
- Brochures
- Programs
- Hand-outs
- Parking maps
- Posters (Advertising information)
DEVELOP PROGRAM
☐ Assign an Emcee
☐ Order of speakers
☐ Create a minute-by-minute
☐ Speaking notes/speeches
☐ Seating arrangements for platform
☐ Bottled water for presenters
☐ Props (shovel, plaque, scissors, ribbon)

ENTERTAINMENT
☐ DJ, string quartet, bagpiper, harpist, live band, motivational speaker, recorded music, etc.
☐ Video
☐ Silent and/or live auction
☐ Theatrics
☐ Dance
☐ Door prizes

DÉCOR
☐ Flowers
☐ Balloons
☐ Displays
☐ Banners

PARKING
☐ Handicap accessibility
☐ Valet parking
☐ Paid parking vs complimentary Costs?
☐ Reserve City of Edmonton parking meters
☐ Arrange delivery and pick up parking with Parking Services

TRANSPORTATION REQUIREMENTS
☐ President
☐ Chancellor
☐ Board Chair
☐ Vice-Presidents
☐ Deans, Chairs or Directors?
☐ Government Members

TRANSPORTATION OTHER
☐ Rent golf carts
☐ Assign divers

BRIEFING FOR VOLUNTEERS
☐ Briefing notes (volunteer Debriefing Notes)
☐ Handouts
☐ Nametags or identifiers

STAFFING FOR THE EVENT
☐ Team lead
☐ Greeters at various entrances
☐ Greeters for platform party
☐ Greeters for government members
☐ Catering lead
☐ Media lead
☐ Audio visual lead
☐ Development Officers
☐ Volunteers
☐ Coat check

TAKE-AWAY GIFTS
☐ Guest speakers/platform party
☐ Guests
☐ Should you be aware of any cultural sensitivity?

MEDIA (INTERNAL AND EXTERNAL)
☐ Press Release
☐ Advertisements
☐ Event coverage
  ☐ Print ☐ Radio ☐ Television
☐ Paid Advertising
  ☐ Print ☐ Radio ☐ Television
☐ Interview scheduling
  ☐ Print ☐ Radio ☐ Television
☐ Pre-event photos

POST-EVENT DEBRIEF
☐ Monitor budget
☐ Thank you notes from host
☐ Thank you notes from committee
☐ Development Officers
☐ Collect all invoices and ensure payment

NOTES


