

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
- Geeters 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
