

# Event Timeline

## SIX MONTHS TO A YEAR AHEAD

- Determine the purpose, format, and feasibility of the event
- Create an estimated budget and get approval (chart field for University Departments)
- Select the date, but before confirming it clear the date with important participants and double-check for conflicts with other major functions
- Fill out an event request form through the SJQ Conference Center website
- Once the SJQ Conference Center has approved the event, submit completed and signed rental agreement
- Plan a site visit of the SJQ Conference Center spaces.
- Draw up preliminary guest list categories. Begin collecting addresses for save-the-date mailing
- Select the theme
- Develop a rain plan if the event is to be held outdoors
- Reserve a block of hotel rooms, if necessary
- Choose a caterer
- Select and order recognition items (award, honor, citation)
- Order favors, souvenirs, printed folders, and other give-away items
- Reserve rental equipment such as vans, buses, tables, chairs, tents, podiums, etc. (The SJQ Conference Center events team can assist with this)
- Confirm a master of ceremonies and the program speakers
- Plan audio-visual presentations
- Make preliminary security arrangements as needed (The SJQ Conference Center events team can assist with this)
- Contact the Office of Insurance and Risk Management to discuss insurance coverage
- Get all necessary administrative approvals
- Plan promotion and publicity

## THREE TO SIX MONTHS AHEAD

- Write copy, design and get approval of printed invitations and all other printed materials
- Finalize and get approval of the guest list
- Prepare mailing labels
- Contact Print & Mail Services to coordinate the printed materials mailing
- Send save-the-date announcements to guests (3-5 months prior to the event)
- Select menus and submit them for approval
- Make contact with program participants and
  - Supply suggestions for their remarks
  - Gather their biographical information
  - Request a photo of each participant for publicity and programs
- Keep campus officials, deans, and administrative officers informed of your plans, and ask for their support
- Meet with a Special Events Parking/SJQ Conference Center coordinator to discuss parking/shuttle needs
- Finalize the audiovisual presentations
- Prepare and get all necessary signatures on performance agreements
- Plan the decorations, color scheme, linens, etc.

- ❑ Choose and meet with the florist
- ❑ Update security on your plans. Advise Special Events and Protocol if dignitaries will be invited.
- ❑ Begin publicity
- ❑ Hire a photographer and videographer
- ❑ Begin creating a logistical outline to document all arrangements as they are decided on and confirmed.

### **TWO MONTHS AHEAD**

- ❑ Prepare mailing labels for invitation mailing
- ❑ Send out invitations 4 – 6 weeks prior to event
- ❑ Finalize decor and facility arrangements
- ❑ Make hotel and transportation arrangements for out-of-town dignitaries and guests
- ❑ Mail an itinerary to dignitaries
- ❑ Secure other university representatives to assist
- ❑ Order direction and welcome signs (The SJQ Conference Center events team can assist with this)
- ❑ Write and print the program and menu cards
- ❑ Order any ceremonial items needed such as flags, the university seal, President’s podium, etc.
- ❑ Continue publicity on schedule
- ❑ Recruit volunteers to staff registration or assist as escorts and greeters, etc.

### **TWO TO FOUR WEEKS AHEAD**

- ❑ Confirm function space setup, room diagram, and updated attendee estimate with SJQ College of Law event coordinator
- ❑ Submit Alcohol Service Request form for approval by SJQ College of Law and the University of Utah
- ❑ Inform the SJQ Conference Center event coordinator of any shipping materials to/from event
- ❑ Confirm Audio Visual Services requested for event, including: specialty microphones (panel, lavalier, or wireless), video recording and online streaming.
- ❑ Record and acknowledge RSVPs as they are received
- ❑ Prepare registration packets
- ❑ Double-check publicity progress with Media Relations. Revise and update plans if necessary.
- ❑ Send detailed instructions to all program participants
- ❑ Finalize details with caterer, rental company, and all vendors
- ❑ Write speeches and introductions, and get them approved
- ❑ Create a production schedule/run of show outlining all deliveries, cues, and timing for the event

### **ONE WEEK AHEAD**

- ❑ Submit the final guarantee (number of attendees) to the SJQ College of Law event coordinator
- ❑ Print out the guest list in alphabetical order
- ❑ Finish place cards, table cards, and/or name tags
- ❑ Create the seating chart and table numbers
- ❑ Brief the greeters, escorts and volunteers on their duties
- ❑ Gather all presentation items such as gifts, plaques, trophies. Collect ceremonial items. Designate one person to be in charge of transporting them to the event site
- ❑ Plan an arrival briefing for VIPs if necessary
- ❑ Prepare the briefing packet and send along with the guest list (with full names, titles, business and professional affiliations, and other specific interests), biographies, and the final schedule of events to the academic or administrative leadership or official host

- ❑ Double-check security arrangements with event coordinator. Provide them with final itineraries and VIP information.
- ❑ Deliver prepared introductions, citations, and speeches to those who will read them
- ❑ Make catering guarantees
- ❑ Prepare your event box with any supplies, such as tape, string, zip ties, staplers, clip boards, baskets, etc. you may need

#### **THE BIG DAY**

- ❑ Arrive early
- ❑ Bring the logistical outline, production schedule, instructions, directions, phone numbers, banquet orders, seating charts, name tags, table assignments, guest lists, and the event supply box with you
- ❑ Check in with onsite event coordinator and review final details and/or last minute changes
- ❑ Set up event venue with place cards, signs, favors, awards, etc.
- ❑ Conduct sound and equipment checks
- ❑ Set up registration. Be sure it is ready no later than 30 minutes prior to the start of your event.
- ❑ Follow your production schedule
- ❑ Relax and smile

#### **AFTER THE EVENT**

- ❑ Send thank you notes to staff, volunteers and vendors
- ❑ Finalize billing and prepare final budget
- ❑ Conduct event debriefing to determine success or ways to improve in the future
- ❑ Survey attendees, if appropriate.