WASHINGTON COLLEGE

Event Planning Time Line

12 or More Weeks Before The Event

- **Discuss the purpose and goals** of your event with volunteers, partnering groups, and your staff liaison.
- **Develop the details of your event**. Reference the Event Planning Form [http://bit.ly/WCeventplan] for assistance.
- **Divide event-planning responsibilities** at an organizational meeting. *(Who will be responsible for reservations, catering, coordinating volunteer help at check in, decorations, marketing materials, etc.?)*
- **Confirm the event date, time and place, and rsvp deadline**. Submit a Calendar Event Request Form [http://bit.ly/WCcalendarform] to create a calendar event for the WC website.
- **Reserve the event location**. Be sure to find out when they need a final head count and remember that ALL CONTRACTS MUST BE APPROVED BY YOUR WC STAFF LIAISON.
- **Establish a format for collecting RSVPs**.
- **Coordinate Faculty/Staff and/or guest speakers**.
- **Begin planning the menu,** if appropriate. Don't forget to be mindful of budget constraints.
- **Estimate event cost.** *(Including costs for food, room rental, audio/visual fees, entertainment, gratuity, decorations etc.)*
- **Submit a Publication Request Form** [http://bit.ly/WCpubrequest] to make sure you have enough time to coordinate any mailed invitations or postcards.

6 Weeks Before The Event

- **Send Invitations/Email blasts**. This is especially important if using snail mail! You want to allow a cushion in case mail delivery is slow.
- **Post event on website and/or Facebook**.
- **Gather/order any needed supplies**. Collaborate with staff liaison for College purchases.
- **Organize volunteers to call/email potential attendees.**
- **Review assignment of event duties** and responsibilities and ensure everyone is on track.

1-2 Weeks Before The Event

- **Review all logistics for the event.** Is there anything left to do? What's missing?
- **Be sure your event is "branded" WC.** Ask your staff liaison to use banners, or special signage for your event.
- **Gather Washington College supplies**: brochures, magazines, forms, social media cards, additional promotional materials, etc. to take to the event. *(Usually a staff liaison will bring these, but they can be mailed to you in advance. If mailing in advance, you'll need nametags at this time, too! Otherwise, your staff liaison will bring them on the day of the event)*
- **Begin to assemble RSVPs** and work with your staff liaison to create a "Look Who's Coming" list.
- **Coordinate any door prizes or raffles**
- **Enlist a volunteer or staff member to take pictures.**
- **Send out a reminder email blast** or social media post.

The Day of The Event

- **Organizers and volunteers arrive early** *(suggested 30 minutes)* to make sure that the room is arranged properly and to get acquainted with the area.

- **Organizers and volunteers set up table** for nametags, information, check-in list, giveaways or collections (when appropriate), and to greet attendees.
- **Be sure to have extra copies of prepared programs and or agendas!**
- **HAVE FUN!**

Following The Event

- **Send thank you notes/emails** to attendees, guest speakers and hosts.
- **Post photos on social media.** Be mindful of people's privacy preferences. Your staff liaison will create a gallery for the WC website.
- **Submit an Event Synopsis Form** [http://bit.ly/WCeventsynopsis]**.** Consider holding a meeting with volunteers and your staff liaison to debrief more thoroughly.