

Michigan State University College of Law MAJOR EVENT PLANNING CHECKLIST

Planning a major event is a complex process that requires a great deal of teamwork and information gathering. A major event is one that includes a program, invited presenters, a budget for travel, hotel and meals, and use of the Law College name for promotion purposes. This checklist is a tool for successfully planning a major event.

A. INITIAL PLANNING PHASE AND APPROVAL

The checklist below lists activities that must be accomplished prior to approval of an event. To obtain approval, submit this completed checklist to the Events Office with the Event Approval Form.

- ___ 1. Form a committee and select a Primary Event Organizer (PEO) as the main contact person
- ___ 2. Select the event date and room/venue. To avoid potential conflicts, consult with the Manager of College Events.
- ___ 3. Set up a timeline for planning the event, including tasks and persons responsible.
- ___ 4. Prepare agenda:
 - a. Number of sessions
 - b. Session titles/themes
 - c. Speakers
 - d. Set timeframes for needed submissions
- ___ 5. Prepare a budget:
 - a. Identify who will pay for the event – see Faculty Advisor if applicable: _____
 - b. Determine break-even amount if applicable: _____
 - c. Consider and estimate possible costs
 - i. Venue: Board Room, MSU Union, Kellogg Center, Henry Center, Wharton Center
 - ii. Food/Catering: number and type of meals (minimum one week notice)
 - iii. Speakers: honoraria/gifts
 - iv. Travel and Lodging: Kellogg Center, Henry Center – see Office Assistant in Deans Suite
 - v. Staff: students and/or Events personnel
 - d. Consider possible income: Items i. and ii. developed through the departments
 - i. Sponsorship – Alumni Relations, Career Services
 - ii. College funding – Deans Suite
 - iii. Registration fees – minimal to encourage turnout
- ___ 6. Determine Advertising/Publicity needs. *Note: Marketing & Communications requires up to eight weeks production lead time.*
 - a. Posters/Flyers – hard copy/electronic
 - b. Mailings – hard copy
 - c. Advertising/Publicity/Media Contact
 - d. Invitations/Printed Program
 - e. Banners
 - f. Photography
- ___ 7. **Fill out an Events Approval form. Complete this checklist and attach it to the form. Also attach the following items:**
 - Budget and list of funding sources
 - Event Agenda and rough draft of Program
 - Planning Timeline
 - Number of Guests: Students, Alumni, Faculty, Staff, Attorneys, Others
 - Names of speakers with contact information
 - Food Requirements: Breakfast, Breaks, Lunch.
Dinner: list of local restaurants with Law College accounts available through Events Office

B. PHASE TWO PLANNING

After the initial planning and approval, the event plan is developed using this checklist:

- ___ 1. Determine handout needs
 - a. Name Tags
 - b. Folders
 - c. Printed program
 - d. Pads/pens
 - e. Gifts
 - f. Other
- ___ 2. Registration – Events
 - a. Set registration fees
 - b. Set a realistic cancellation date based on the number of registrations received
 - c. Set maximum number of registrations
 - d. Set up Registration database
 - e. Determine notification process
- ___ 3. Determine technology requirements – Technology Services
 - a. Sound/microphones
 - b. Video/audio recording
 - c. Lighting
 - d. Computer technology
- ___ 4. Event Logistics - Events
 - a. Command Center
 - b. Setup – tables and chairs, technology
 - c. Registration Desk staffing
 - d. Place cards
 - e. Timekeeper
 - f. Speaker Gifts
 - g. Cleanup

Congratulations! Having completed this process, you are well prepared for a successful event.