GSEHD Planning Checklist for In-Person Events

6 Months Out:

- ☐ Determine the purpose and goals of the event
- ☐ Assemble a planning committee or team
- ☐ Identify the target audience and estimated attendance
- ☐ Select the preferred date and time for the event (if it is a school-wide event, confirm the date and time with Dean's Office)
- ☐ Fill out the GSEHD In-Person Event Request Form for events which require assistance from the dean's office and/or will be revenue generating for the school/department
- ☐ Book the venue(s) - keep in mind different processes/fees re: GW vs sponsored vs external events:
    - Main page for campus venues (indoor and outdoor spaces)
    - Academic spaces (reservation and rental procedures)
    - Duquès/Funger meeting spaces (reservation form)
    - Science and Engineering Hall (SEH) spaces (Green Wall space, meeting spaces) - for reservations, email sehevents@gwu.edu
    - Elliott School/1957 E. St. major spaces (City View Room, State Room)
- ☐ Discuss catering, if applicable
- ☐ Create a budget for the event and identify potential funding sources
- ☐ Decide on the fee for attendance (or if it is a free event)
- ☐ Develop a preliminary event agenda or schedule
- ☐ Begin reaching out to potential speakers or presenters
- ☐ Discuss a registration process and system for accepting fees

4 Months Out:

- ☐ Finalize event agenda and schedule
- ☐ Develop the event title and description for promotional materials
- ☐ Book catering arrangements (if applicable)
- ☐ Decide if event will be recorded or streamed, and if so, secure permission from all speakers to be recorded
- ☐ Identify equipment needs (AV, tables, easels, computers, etc.)
- ☐ Determine staff needs (and if using volunteers, who is responsible for coordinating and communicating with volunteers)

- ☐ Begin creating event materials (e.g., handouts, presentation slides)
- ☐ Identify and book hotel accommodations for out-of-town speakers or attendees (if necessary)
- ☐ Request speaker bios and headshots (high resolution for print materials)
- ☐ Start to coordinate with the Alumni Relations Office, if planning to invite alumni to the event

2 Months Out:

- ☐ Coordinate with speakers or presenters to finalize session topics and formats and create the official program for the event
- ☐ Create the registration system (Eventbrite, google form, etc.), including deadlines, registration fees, early bird registration, group rates, etc…
- ☐ Develop marketing materials and start promoting the event through various channels (social media, email, website)
- ☐ Create and produce signage and other on-site materials (schedules, handouts, flyers, table tents, information sheets)
- ☐ Confirm event logistics (e.g., parking, transportation)
- ☐ Coordinate with university departments for support [University Student Center event planners*, AV, IT, facilities management, UPD (if alcohol is involved), photographers, GW Today/Media Relations]
- ☐ Determine and plan for any necessary accommodations for attendees with special needs
- ☐ Decide on and order speaker gifts, if providing

**Student Center event planners are short-staffed, so expect them to reach out a few weeks before your event*

1 Month Out:

- ☐ Continue promoting the event through various channels (e.g., social media, email, flyers)
- ☐ Update catering and food orders
- ☐ Continue to coordinate with university departments for support
- ☐ Confirm attendance of all speakers and presenters
- ☐ Prepare any additional on-site materials (handouts)
- ☐ Conduct a venue walkthrough
- ☐ Review and finalize seating arrangements and room layouts

1 Week Out:

- ☐ Create an event briefing and provide it to all speakers/presenters; provide briefing to staff and volunteers if necessary
- ☐ Finalize catering and food orders
- ☐ Confirm all vendor and service provider arrangements, and meet with venue event coordinator if necessary
- ☐ Send reminder communications with attendees and speakers
- ☐ Print final event items, such as name tags for attendees, if using printed name tags
- ☐ Wrap speaker gifts, purchase bottles of water for speakers

Day of the Event:

- ☐ Arrive early to prepare for the event
- ☐ If in the University Students Center, make sure all rooms are unlocked before registration begins [Contact 202-994-3605 for immediate event assistance in the University Student Center]
- ☐ Provide water bottles for speakers, bring speaker gifts for the end of the event
- ☐ Coordinate with staff and volunteers for setup and registration
- ☐ Coordinate with speakers and presenters for timely and successful delivery of their sessions
- ☐ Ensure that all equipment and AV systems are working properly before starting the event
- ☐ Monitor the event for any issues or problems
- ☐ Keep track of attendance numbers
- ☐ Collect feedback from attendees

After the Event:

- ☐ Send thank-you notes to attendees, speakers, and sponsors
- ☐ Conduct a post-event evaluation to gather feedback and identify areas for improvement
- ☐ Close out event budget and financials
- ☐ Archive all event-related materials and documentation.
- ☐ Create and distribute post-event reports and summaries
- ☐ Evaluate the success of the event in relation to the original goals and objectives.