



COSUMNES RIVER COLLEGE

Event Planning Checklist

Step 1: Determine Key Event Information	
	Event objective/purpose:
	Event sponsor or organizer (committee, group, or department): <ul style="list-style-type: none"> • Designate one main contact
	Event type (ex. workshop, fair, open house, panel discussion):
	Short description of what attendees can expect as part of the event/why should they attend:
	Target audience/total number expected: <ul style="list-style-type: none"> • Current students? • Faculty/staff? • Prospective students? • General community? • Dignitaries/VIPs?
	Determine budget: <ul style="list-style-type: none"> • How much will the event cost (including printing, table/chair rentals, food, additional staff time, etc.)? • Work with supervisor/manager to identify source of funds • If needed, assign budget account codes (work with Business Services Office, (916) 691-7323)
	Name of event:
	Speaker(s)/Performer(s): <ul style="list-style-type: none"> • Confirm their availability • Request short bio and digital photo for promotional materials
	Preferred day and date (check calendar for potential conflicts and holidays):
	Start and end time (consider class times and travel time for participants/guests):
	Campus and room/area location:
	Is a rain plan needed (prepare for inclement weather)?
	Notify appropriate administrator of event (President, Dean, Supervisor, etc.):

Step 2: Arrange Event Logistics

	Reserve room/area with: <ul style="list-style-type: none">● Gina de la Torre, delatog@crc.losrios.edu, (916) 691-7729
	Notify Operations about the event set-up requirements via email delatog@crc.losrios.edu . <ul style="list-style-type: none">● Date and time of event● Room set-up (diagram is helpful)● How many chairs and/or tables are needed?
	Technology: Will your event utilize technology? <ul style="list-style-type: none">● For A/V (Audio/Visual), complete Media Services Event Support Form. If you have questions, contact Media Services, oestere@crc.losrios.edu, (916) 691-7474.● For IT (Computer Support & IT), complete IT Support Form. If you have questions, contact IT Services, oestere@crc.losrios.edu, (916) 691-7474.● For Wi-Fi Guest Accounts, complete Create Wireless Guest Account Form. If you have questions, contact IT Services, oestere@crc.losrios.edu, (916) 691-7474. (<i>Note: The form only allows you to create Wi-Fi credentials that last 2 days/48 hours. For events that exceed that duration, or if you are creating a generic set of credentials shared by many people at the event, the Information Security Officer needs to approve the request. Once the credentials have been created, email them to theresa.tena@crc.losrios.edu for approval.</i>)
	Will food be served? If so, remember to consider possible dietary restrictions. <ul style="list-style-type: none">● If using off-campus catering or food pick-up, contact Business Services, (916) 691-7323, to arrange check issue, credit card checkout, or reimbursement.● If alcohol will be served (for limited events), file the proper forms via the College President's Office, larsen@crc.losrios.edu, (916) 691-7321. [<i>Note: Fundraisers must be approved by the Chancellor's Office 45 days prior to the event. Special Events require Board approval prior to event.</i>]
	Security: <ul style="list-style-type: none">● If the event is controversial in nature or is anticipated to have a large number of guests, please let the College Police know as an FYI. Contact College Police, crc-policefrontcounter@losrios.edu, (916) 691-7393.
	Parking: <ul style="list-style-type: none">● Do any participants or attendees need a special parking permit? If so, contact College Police, crc-policefrontcounter@losrios.edu, (916) 691-7393.● Do parking spaces need to be reserved/coned off? If so, contact College Police, crc-policefrontcounter@losrios.edu, (916) 691-7393.
	Accessibility: <ul style="list-style-type: none">● Accessible seating needed (ex. wheelchair, walker)? If so, identify and arrange.● Other needs (ex. sign language interpreters)? If so, identify and arrange.● Special parking spaces needed? If so, see "Parking" above.
	Decorations, if needed (ex. flowers, linens, flip charts on easels):
	Gifts for participants or giveaways, if needed:

Step 3: Event Publicity/Printed Materials

	Determine how you want to market the event (ex. flyers, email, social media posts).
	Request event promo (website calendars, student and employee e-newsletters, and social media): <ul style="list-style-type: none">● Complete the Marketing & Website Support Request Form (<i>Note: Please complete the form at least two weeks prior to the event to allow enough time for promotion. Earlier is always better!</i>) For questions, contact the Public Information Office, crc-pio@crc.losrios.edu.
	Create printed/digital materials (<i>Note: Graphic Design Services can also be requested when completing the Marketing & Website Support Request Form. Please allow at least two full weeks for project design and completion, not including printing time. Earlier is always better!</i>): <ul style="list-style-type: none">● Social media, newsletter, and web graphics● Save the date● Flyers/Posters● Invitations (RSVP needed?)● Programs● Name badges● Reserved signs● Panelist tent cards● Directional signs● Handouts
	Have materials printed: <ul style="list-style-type: none">● Complete Print Services Request Form. (<i>Note: Please allow one week for completion. Earlier is always better!</i>) For questions, contact the Printing Department, crc-duplicating@crc.losrios.edu, (916) 691-7317.
	Advertise event: <ul style="list-style-type: none">● Put up flyers and posters around three campus sites (<i>Note: Post only on designated posting boards. Do not post on windows, doors, or walls.</i>)● If you submitted the Marketing & Website Support Request Form earlier in this checklist, the Public Information Services Office will handle promotion via the websites, student and employee newsletters, and social media, as appropriate. For questions, contact PIO, crc-pio@crc.losrios.edu.
	Determine who will be photographer for the event (<i>Note: The Public Information Services Office only provides photography services for large-scale events and must be reserved at least two weeks prior.</i>) <ul style="list-style-type: none">● If photos will be shared on social media or in other materials, please post signage at event entrances notifying participants that photos are being taken (signage available from PIO, crc-pio@crc.losrios.edu).

Step 4: Day of Event	
	<p>Prior to event:</p> <ul style="list-style-type: none"> ● Create agenda/timeline of events (including who will introduce or moderate) ● Confirm speakers/participants (include set-up/breakdown times, map, parking information) ● Designate guides for speakers/VIPs (if needed) ● Is room unlocked? If not, contact Gina de la Torre during office hours at (916) 691-7729 and College Police after hours at (916) 558-2221. ● Check set-up of room/area ● Check catering ● A/V run through (check podium, computer, etc.) ● Dress rehearsal (if needed) ● Decorate (if needed) ● Place water for speakers ● Place programs, reserved signs, panelist tent cards ● Put out directional signage ● Put out photography release signage
	<p>15 minutes prior to event start:</p> <ul style="list-style-type: none"> ● Make sure set-up is complete ● Have participants at appropriate stations and ready to go
	<p>End of event:</p> <ul style="list-style-type: none"> ● Collect remaining paperwork, lecture notes, programs, etc. ● Gather lost and found and take to College Police ● Take down directional signage/photography signage ● Take down any flyers/posters promoting event

Step 5: Event Wrap-Up	
	<p>If appropriate, email brief event recap and high quality photos to Public Information Office, westk@crc.losrios.edu, for marketing consideration (newsletters, social media posts, etc.).</p>
	<p>Event debrief with key event planners (can be done in person or via email):</p> <ul style="list-style-type: none"> ● Was the event successful? ● What was done well? ● What could be improved upon? ● Recommendations for future events?
	<p>Finalize budget</p>
	<p>Thank you notes</p>