In an effort to provide the Northwestern University community with exceptional events and activities, it is **highly recommended** that Northwestern University recognized student groups use this form in the event planning process. This form is intended to assist student group leaders in the budgeting and planning process. Each student group leader must work closely with their advisor (and for ASG funded groups, their Account/Group executive) to ensure a successful event.

Questions? Please feel free to make an appointment with an Assistant Director in the Center for Student Involvement (847-491-2350 or csi@u.northwestern.edu) or email the ASG Vice President for Student Activities (asg-savp@u.northwestern.edu).

### Quarter Before Event

**Initial Planning Steps:**
- Meet with Advisor and (for ASG-funded orgs) your AE/GE
- Select ideal date, time and location for the event and check Wildcat Connection, PlanIt Purple and ASG Internal Programming Calendar (TBA) for any time conflicts
- Review appropriate university policies (i.e. alcohol, city ordinances)
- Will this be a Green Event? Consult the [ASG Green Event Guide](#) for further details
- Will this be an Accessible Event? Consult the [Accessible Event Guide](#) for further details.

**Space Reservations:**
- Reserve the space(s) you want for your event (including hospitality rooms) through [25Live](#) (for classroom space) or [Norris Event Management](#) (847-491-2300) as well as any other spaces you might need for publicity (banner space in Norris/near the Arch, table tents in dining halls, etc.)
  - All outdoor space is managed through Norris Event Management
  - For bigger venues (such as Cahn Auditorium, Pick-Staiger Concert Hall, McCormick Auditorium and the Louis Room) space might need to be reserved prior to a quarter in advance. Talk to your advisor or Norris Event Management if you have any questions
  - To find venue capacity and contact sheet check the ASG or CSI website

**Budget:**
- Assess your budget and decide amount to allot for event
- Figure out ways to fundraise or secure alternative funding sources if budget not sufficient (see ASG Money Map on the ASG website)
- Explore co-sponsorships with other student organizations
For ASG-funded events, co-sponsorships require ASFC/BSFC approval

Contacts or Arrangements to Make:

- Contact artists and performers you are considering or your event. **Do not make firm offers without talking to your advisor first**
- Choose the performer you would like, acquire a contract, rider and technical rider for their performance (or use standard Northwestern forms which can be found on the CSI website). Also discuss any extra services you would like them to provide, such as interview with media groups, meet and greets, etc.
- Inform NUPD (847-491-3456) of the time/date and location of the event. Ask NUPD if they believe security personnel are required for your event, and if so the number of personnel they believe you will need
- Put your event in ASG internal programming calendar (simply put the name and date of the event, not the potential performer)

**Four Weeks or More Before Event**

Contacts or Arrangements to Make:

- Review contract, make any noticeable changes to the agreement you made with contractor
- Recruit event staff and assign duties
  - Start deciding what types of services you need for your event, including catering services. If your event is taking place in Norris, you must use Northwestern Dining Services (847-491-2020). Outside of Norris, you can use an outside caterer.
- Begin deciding what type of sound, lighting, staging, projectors, etc. that may be needed. Contact Norris Event Management or outside vendor if unavailable
- Arrange for transportation and hotel if needed
- Set the performance time, or schedule if there is more than one performer (see the CSI website for template)
- Reserve a location for hospitality of performer (this may be a dressing room)
- Assign responsible contacts for event

Tasks to Accomplish:

- Design any items you might need such as fundraising items, graphics, decorations, banners, t-shirts, etc.
- Order any items that will need to be shipped or processed such as t-shirts, stickers, prizes, etc.
Event Planning Checklist for Student Orgs.

- If you wish to use Northwestern logos, you must have all designs approved through University Services.
- Reserve a space to sell items (if needed)
- Contract must be sent to the Center for Student Involvement for processing (through your advisor)
- First production meeting scheduled with advisor and appropriate administrators
- Do not discuss or advertise event until the final contract is signed.

Two Weeks or More Before Event

Contacts or Arrangements to Make:
- By now, your contracts should be back from CSI; talk to your advisor
- **If contract is signed**, begin publicizing your event through:
  - Facebook, plan-it purple, Wildcat Connection, Twitter, flyering, banner or Norris window reservation, tabling, etc.

Tasks to Accomplish:
- Submit vouchers to SOFO for payment with Advisor signature and AE/GE signatures if ASG-funded
- Hotel rooms booked
- Flights booked
- Ground transportation secured
- If planning a reception, the site is secured and food is ordered
- Merchandise sales determined
- Determination made for recording of event or media coverage
- Meet with advisor for pre-production meeting
- Contact Norris Box Office for ticketing; complete any and all Norris Box Office forms

10 days or More Before Event

Contracts and Payments:
- Notify each contractor of their purchase order number or give performer/vendor/artist upon receipt of services
- Purchase hospitality items and other supplies needed

Confirmations:
- Confirm all services are contracted
Event Planning Checklist for Student Orgs.

- Arrange and confirm delivery and pick-up times and locations with each vendor or student group providing services
- Arrange for a meeting time with performer/artist (will this be on campus, do you need to pick them up at hotel)
- Confirm performance time and other logistics with the talent
- Make Contact List and Staffing Schedule

**Week of Event or Before**

**Tasks to Accomplish:**
- Purchase hospitality items (follow refreshment requirements on contract rider if applicable)
- Sell your items and deliver them to purchasers if applicable
- Confirm access to venue and space
- Meet the vendor to make sure arrangements are in order
- Arrange a final meeting with advisor and all pertinent staff members
- Make a schedule of expected deliveries that includes a list of contact numbers in case there are problems
- Make a staffing schedule and contact list
- Purchase necessary supplies

**Publicity:**
- Post pertinent flyers; paint the rock

**Day of the Event:**

**Tasks to Accomplish**
- Put hospitality items in greenroom or hospitality location
- Meet with someone from each service provider to go over what you want them to do
- Meet vendors to make sure plans are in order
- Meet vendor to make sure everything is set-up and taken down properly
- Work with sound, light, and staging crews to make sure set-up is smooth
- Meet performer/artist in advance of show to make sure everything is in order
- Meet your deliveries
- Brief your staff and security about how the event will go and what to expect
- Set-up your event area, including various entrances if required
- Post signs directing people to your event, to restrooms, and other necessary points
- Clean up
As Soon After the Event as Possible

Tasks to Accomplish:

- Return anything borrowed or rented
- Confirm that everyone has been paid (artists, vendors, etc)
- Deposit any fundraised money into your SOFO account
- Return cashbox
- Write an evaluation of the event for future reference and add to Google docs in org. email account and in documents on Wildcat Connection
- Organize your records
- Send Thank You cards as appropriate
- Review event with Advisor
- For ASG-funded groups, review event with AE/GE