

Event Planning Checklist

1. Event Purpose & Strategic Alignment

- Event theme(s) defined
- Primary objectives identified (Awareness, Engagement, Alignment, Fundraising, Visibility)
- Strategic pillars supported (Research/Innovation, Employability, Impact, Entrepreneurship)
- Key success indicators identified

2. Event Definition & Basics

- Event owner identified
- Event title
- Date, time, duration
- Location
- Target audience
- Expected attendance
- Venue confirmed
- Venue setup requirements identified
- Internal contact assigned

3. Event Classification

- Internal / External
- Academic / Institutional / Student-led / Fundraising / Media-facing
- Small / Medium / Major / Signature

4. Timeline & Scheduling

- Planning started early enough
- Date checked against academic calendar and holidays
- No conflicting national events
- After-hours staffing confirmed

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5. Program & Speakers

- Speakers identified and confirmed
- Travel/accommodation arranged
- Bios and photos collected
- Moderator/MC confirmed
- Program flow drafted
- Recording consent obtained

6. Registration & Attendance

- Registration form created
- Payment enabled if needed
- RSVP contact identified
- Capacity and seating plan prepared

7. Invitations & Dispatch

- Invitation list prepared
- Stratcom consulted
- President's Office informed if needed
- Invitations sent and RSVPs tracked

8. Promotion & Visibility

- Stratcom informed
- Save-the-date issued
- Webpage live
- Emails sent
- Social media scheduled
- Press announcement prepared
- Printing posters
- Sending follow-ups / reminders

9. Logistics & On-Site Requirements

- Access and parking arranged
- Ushers/porters arranged
- Branding installed
- Photography/videography arranged

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- Catering finalized

10. Accessibility

- Wheelchair access
- Accessible seating
- Microphones

11. Welcoming & Protocol

- Welcome planned
- Officials ordered correctly
- Titles reviewed by Stratcom

12. Media & Content Coverage

- Photography
- Videography
- Live streaming
- Spokesperson and talking points
- Press kits prepared

13. Risk & Contingency

- Backup speakers
- Technical fallback
- Weather plan

14. Pre-Event Engagement

- Stakeholders informed
- Website and social updated
- Media outreach

15. Post-Event Actions

- Press release
- Website and social coverage
- Archiving
- Debrief

16. Sustainability

- Minimized printing
- Digital invites
- Reusable branding

17. Ownership & Approvals

- Event owner
- Budget approval
- Speaker approval
- Media approval

18. Photography & Videography Procurement

- Requirements shared with Stratcom
- iProcurement request
- RFP if required

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