



Campus Activities Board
 Event Data Sheet and Checklist
 Office of Student Life

EVENT DATA

Event Name: _____ Time: _____
 Event Date(s): _____ Event Coordinator: _____
 Location: _____ Rain Backup Location: _____
 Campus Contact: _____ Contact Phone #: _____
 Agency: _____ Agent Name: _____
 Agent Phone: _____ Agent Email: _____

EVENT CHECKLIST

- Submit Event Proposal for Approval
- Create Event File for Binder
- Check the campus calendar for conflicts (is venue available? are there any other events that day?)
- Reserve location of event in Ad Astra (Make sure to reserve *ample* time for setup and breakdown of event).
- *Reserve any special rooms at this time (i.e. rain backup location, dressing room)
 Put confirmation page in Binder Reserved by: _____
- Once event is approved, request a contract, a rider, and a w-9 from the agency (if applicable)
- Enter agency contract into TAMUT contract and send to agency for signature (Put blank copy of contract in event file)
- Request a W-9 Form and a copy of the contract rider. Put a copy in the binder
- Submit Maintenance Work Order for Set up the day of the event. Put a copy in the binder.
- Confirm any other contract provisions (sound, equipment rental, meals, lodging, travel)
- If necessary, make hotel reservation(s) for artist/performer. Send this information to agent.

Hotel Name: _____ Hotel Phone #: _____
 Confirmation #: _____ Reservation Name: _____
 Hotel Address: _____

- Contact food service for any catering needs (if there are any)
- Ask agency if they have any promo or pictures you can use. If necessary, request our graphic artist to produce art.
- Brainstorm publicity ideas and develop marketing campaign

**For each event you are required to do at least all basic marketing *plus* two forms of unconventional marketing



EVENT TIMELINE

3-4 Weeks Before the Event:

- Recruit volunteers for the event (setup, breakdown, facilitators, etc.)
- Finalize Marketing Strategy. If necessary, write press release for events that merit public awareness.
- If necessary, order any special promotional items for the event.
- Have Student Life request a check to pay artist/performer

2 Weeks Before the Event:

- Send invitations for specific student groups or faculty/staff members.
- Begin promoting event
- Fill out tech work order for AV requirements. Send rider to Casey Roberts (www.tamut.edu/techde/support.htm)

The Week of the Event:

- Call performer, speaker, or presenter to confirm and provide any specific details about the show.
- Check contract to ensure that all contract details have been met including purchase of any rider requirements.
- Confirm all technical needs are met and that Casey doesn't have any questions.
- Distribute last minute publicity (It's good to change things up!)
- Update and print event surveys for participants using the template on the shared drive.
- Confirm volunteers

The Day Before the Event:

- Make sure that the check has been cut and that payment is ready for the performer
- Arrange for artist's meal (if necessary)
- Make hospitality bag for performer(s)
- Do final marketing push (utilize all social media resources as well)

The Day of the Event

- Check room to make sure it is set up properly
- Check technical needs to make sure that they are in place and working.
- Obtain introduction or bio from performer
- Welcome performer and assist with setup
- Set up "Best Seat in the House" (if applicable)

At the Event:

- Introduce event and announce upcoming programs
- Monitor Audience (and get a headcount!)
- Distribute and collect event surveys (get at least 20% of audience to fill out surveys)
- Make sure someone (you or a volunteer) are taking photos and manning the CAB table

After the Event:

- Write evaluation and enter audience survey results in Google Docs
- Upload photos to the Flickr account and put in appropriate photo set
- Send thank you notes