

General Events Checklist

Event Objectives and Goals	
Event Name:	
Date/Time:	
Venue:	
Estimated Guest Count:	
Target Audience:	
Event Description:	
Vision/Theme:	
Estimated Budget:	

Pre-Event: Planning (1-6 Months Before Event)

- Event Budget
 - Estimate Costs (Examples Below)
 - Food/Beverages
 - Venue
 - Decorations
 - What budget is being charged for the event?
 - COA #: _____
- Venue Selection
 - Details (Size, Capacity, Accessibility, Resources)
 - What amenities are you looking for? _____
 - Reservation Request Completed? _____
 - Depending on venue – could be reserved up to 6 months in advance
- Entertainment Selection
 - Identify Guest Speakers, Performers, Vendors
 - Who is reaching out to them? _____
 - Secure Entertainment and Contracts
 - All contracts need to be sent to music_finance@baylor.edu
- Catering
 - Ordering Options
 - On-Campus: Chartwells/Field & Fork
 - <https://fieldandforkcatering.catertrax.com/>
 - Off-Campus: America To-Go (Approved Vendors)
 - Ignite > Procurement > Marketplace > Catering Services > ATG
 - Estimated Guest Count: _____
 - Final guest count is due to Chartwells 5 business days before event
 - Menu Options
 - Plated

- Buffet
 - Boxed
 - Reception
 - Beverages Only
- Dietary Restrictions
 - Final changes are due to Chartwells 5 business days before event
- Order Placed? Date: _____
- Coordinating Deliveries
 - Do we need to request assistance from Baylor Facilities?

- Marketing
 - Promotional Materials Needed
 - Standard – Social Media, Website, Flyers, Printed Programs, Invitations, Other: _____
 - Requires 2 weeks advanced notice of request
 - Non-Standard – Special Gifts, Swag, Other: _____
 - Requires 4 weeks advanced notice of request
 - Please contact music_marketing@baylor.edu for more details
- Decorations
 - Depending on Type of Event
 - Tables – Round, Rectangle, Cocktail
 - Chairs – Folding, Padded, Plastic
 - Linens – Are they included with Catering? _____
 - Centerpieces – Glass Bowls, Floral, Other: _____
 - Signage – Entrance, Table Numbers, Buffet Cards, Other: _____
 - Photo Backdrop – SOM Branded
 - Other: _____
- Additional Support
 - Staffing Needs
 - Operations Staff
 - Student Workers
 - Other SOM Staff: _____
 - Security – Contact music_facilities@baylor.edu
 - Events with over 1,000 guests require additional safety measures including – clear bag policy, metal detectors, security personnel
- Additional Logistics
 - Equipment Needs – Contact music_equipment@baylor.edu
 - Projector & Screen
 - Microphone
 - Speaker
 - Podium

- Lighting
- Other: _____
- Transportation Needs – Contact music_finance@baylor.edu
 - Parking
 - Flights
 - Hotels

Event: Execution (Day-of-Event)

- Venue Setup
 - Room Layout – Chairs, Tables, Decorations, Equipment, Catering, Other: _____
- Meeting with Support
 - Make sure any staff assisting with the event knows their role
 - Coordinate with speakers/performers about any transitions needed
- Event Management
 - Guest Check-in/Welcome
 - Run-of-Show Documentation – As Needed
- Venue Clean-Up
 - Tear Down & Return – Chairs, Tables, Decorations, Equipment, Trash, Other: _____

Post-Event: Evaluation (Within 1 Week After Event)

- Show Appreciation
 - Send “Thank You” emails to all vendors, staff, and other collaborators
- Collect Feedback
 - Ask staff, students, and other guests about event experience
 - Comments, Concerns, Praise, Other: _____
- Analyze Data
 - Are there any changes we should make? _____
 - How can we improve the event in the future? _____