Checklist for event planning

Marketing and Communications is available to help you plan your event and to achieve your objectives. We ask that you read through and make brief notes for discussion on the following:

- event objectives
- budget
- venue
- online Events Management System
- guest list
- invitation & promotion
- presentation
- catering
- AV support

Please be aware that all contractor agreements with external companies must be agreed according to Flinders policies and signed off through the appropriate channels for your area. Please contact the Policy and Secretariat office on 8201 2021 for more information on agreements, and Buildings and Property on 8201 2181 where build-fits are required.

Event objective

- What is the purpose of your event?
- What do you hope to achieve by hosting the event?

Try to reduce this to one statement, e.g. ‘launch new centre and raise the profile of biotechnology research’.

Budget

- How much has been allocated to the proposed event?
- Which faculty, school, centre or department has allocated funds for the proposed event?

Some issues to consider when drafting a budget for the event include the costs of:
• venue hire  
• catering  
• printing and merchandise  
• staffing and security.

**Venue**

Consider whether the proposed venue is appropriate to the objectives of the event in terms of:

- Capacity and flexibility - how well does the venue match with your proposed number of guests? Can the venue accommodate larger or smaller numbers of guests should the event numbers change?

- Availability - is the venue available on your proposed date/s?

- Accessibility - is the venue easy to reach by the usual means of transport of your guests? Are there any special accessibility needs and can the venue accommodate these?

- Manageability – is the venue outdoors or indoors or both? What are the proposed arrangements for setting and packing up? Is there a contingency plan for wet or hot weather and the associated safety issues and equipment needs (e.g. non-slip mats for wet floors, shade etc).

- Brand - is the venue consistent with Flinders standard of excellence?

**Online Events Management System**

- Do you require the use of the online Events Management System?

The online Events Management System is both a promotional tool that is available for use for all Flinders events via the Flinders website and an automated system for managing RSVPs and guest lists.

MACO provides user support and oversees promotion of events promoted through this system.

**Guests**

- Have you defined a guest list?

- Do you have a database of names and contact details, including email addresses?
- Will you be requiring name tags and place cards?
- How do you propose to manage guest attendance registration?

MACO can help with contact details for alumni as well as guest list and name tag templates. Note that a guest list template (available on the Marketing and Communications website) is required for importing guest lists to the online Events Management System.

**Invitation and promotion**

MACO can assist you to create invitations and promotional materials that adhere to Flinders brand and visual identity standards and are produced to a high professional standard.

We’ve also created some branded promotional materials including:

- invitation covers, presentation folders and other promotional stationery (available on the Flinders Press website)
- flyer templates for print and online use (also available on the Flinders Press website)
- merchandise and gifts (see the Marketing and Communications Office website for details about merchandise and associated costs).

Some advertising and/or media coverage may be warranted in the case of high profile events such as public lectures and these can be arranged through the Marketing and Communications Office.

**Presentation and Brand**

- Which items of Flinders branded event support equipment are required?

To view the full range of banners, tablecloths, silks, and other support equipment, and to make a booking, see the Marketing and Communications Office website.

**Catering**

- Do you have a preferred caterer or do you require a recommendation?
- Does your venue have a preferred caterer?

**AV support**

- Which specific audio visual equipment is required for the event?
- Are recordings or live streaming indicated for the event?
- Have you contacted AV Support for a booking?
• Is the venue set up for use of the equipment?

Please contact the Events Coordinator, Katherine Reaiche on 8201 3148 or email katherine.reaiche@flinders.edu.au