DEPARTMENT EVENT PLANNING TOOL KIT

Purpose:
To provide instructive guidance and tools to departments planning an event that is not directly supported by CAS Events and/or CAS Marketing. This document can not only guide event planning but serve as a task completion checklist. Supporting resource documents are accessible here: https://usf.box.com/s/z35qdu3ln14h7a1g95lmjrhlc22l8hj6

Timeline/Checklist: Please note these are suggested time frames and may vary based on circumstances.

9-12+ Months
- x Determine Event Date
    - o Establish alternative date
- x Clarify Event goals, objective and purpose
- x Engage supporters
    - o Community
    - o Graduate and Undergraduate student groups
    - o Other USF departments
- x Consider Event Format
    - o Live/In-person
    - o Virtual
        - ƒ for more information, see virtual event tool kit:
          https://usf.app.box.com/file/750755360463
        - ƒ Teams Meeting
        - ƒ Teams Live Event
- x Create Budget/Secure Funding See attached template for use
    - o What are the sources of funds?
        - ƒ Grants
        - ƒ Participant fees
        - ƒ Donations/Sponsorships/Community partners
        - ƒ USF department support
    - o What are the costs?
        - x Live/In Person
            - x Speaker Honorarium
                - o Note: USF policy limits the amount spent on and style of travel and hotel accommodations. For the flexibility to allow the speaker to travel and secure accommodations as he/she chooses, negotiate an increased honorarium that covers these expenses paid directly by the speaker.
            - ƒ Travel
                - o Speaker travel
                - o Ground transportation
            - ƒ Venue
            - ƒ Audio Visual (A/V)

ƒ Food and Beverage
ƒ Parking
ƒ Marketing Promotion
x Décor
x SWAG
ƒ Virtual – Virtual events eliminate many of the costs listed above making

- x Determine on-site check-in process
  - o Student Sign in Swiper
    - ƒ Maria Jose Cardenas mariajosec@usf.edu
    - ƒ Link to form:

- x Parking (required) Options:
    - o Reserved spaces: $10/space for up to 10, then $5/space thereafter
    - o Lot access: $2.50 per space
    - o Signage: $10 per sign (optional)
- x Bull Runner: .7 ( )]TJ 0 Tc 0 Tw 2.08.826 (4202)

Post Event
- x Complete any post