

**FERRIS STATE UNIVERSITY
UA&M EVENT WORKSHEET**

Event:

Date:

Location:

Event Chair:

Event Contact:

Team Members:

I. The Event

Type of Event

Alumni Advancement Other _____

Desired Outcome of the Event/Purpose:

II. Target Audience

Audience we want to Participate: _____

Millennium Criteria for Invitations

Brief Description of Request: _____

Date needed by: _____

Group of Constituents Requested: _____

Date range of requested information: _____ To: _____ (If applicable)

Combine Spouses? _____ Receive count before releasing data? _____

Delivery Method? _____

Printed labels needed? _____

Target number of Guests: _____

Minimum number of Guests considered Acceptable: _____

III. Logistics

Site:

- a) Popularity of site? _____
- b) Room Layout? _____
- c) Any obstructions? _____
- d) Adequate Parking? _____ Parking Fee? _____

Food & Beverages:

- a) Plated, Buffet or Other? _____
- b) Meal / Beverage Selection

- c) Guaranteed Number to Caterer Date _____
- d) Alcohol
 - 🍷 Open Bar Alcohol Release Form Needed? YES _____ NO _____
 - 🍷 Cash Bar If yes, Alcohol Release form date completed _____
 - 🍷 Drink Tickets
 - 🍷 None Available
 - 🍷 Other

Audio Visual:

- 🍷 None Needed
- 🍷 Microphone Lapel _____ Hand held _____
- 🍷 Podium
- 🍷 Screen Size _____
- 🍷 LCD Projector
- 🍷 Lap Top
- 🍷 Speakers/House Sound
- 🍷 Slide Projector
- 🍷 Risers
- 🍷 Other _____

Recognition/Acknowledgement Activities: (i.e. certificates, awards, ribbons)

Invitations:

- a) Type of Invitation (i.e. email, postcards, formal, informal) _____
- b) Text to be written by: _____
- c) Graphics created by: _____
- d) Coordination of RSVP's by: _____
- e) RSVP date: _____

f) Estimated date of mailing: _____ Actual Date: _____

g) Special Notes (i.e. first class? Indicia?)

Programs:

Not Needed Needed

a) Text written by: _____

b) Graphics created by: _____

c) Printing Company to use: _____

d) Date sent to Printer: _____

IV. Event Details:

V. **Budget:** The budget for an event should be determined by analyzing potential revenue and expenses backed by research and/or past experience and then considered in context with the purpose of the event.

Revenue Analysis

	<u>Estimated</u>	<u>Actual</u>
a) Registration Fees		
b) Sponsorship Donations/Fees		
c) In-kind support (both an equal revenue and expense)		
d) Other fees (raffle/mulligan/special drawing revenues, etc.)		

Total Gross Revenue

Expense Analysis

- a) Printing costs
- b) Postage
- c) Venue rental
- d) ticket/guest participation fees
- e) Food
- f) Complimentary items
- g) Decorations/flowers
- h) Raffle/auction items
- i) In-kind support
- j) General supplies
- k) Photo services
- l) Recognition Awards
- m) Staff travel
- n) Others

Total Gross Expenses

Total Net Revenue and/or Expense for Event

VI. Staffing:

The President No Yes Purpose _____ Contact Date? _____

UA&M Staff No Yes Purpose _____ Contact Date? _____

Faculty/Deans No Yes Purpose _____ Contact Date? _____

Students/SAGC No Yes Purpose _____ Contact Date? _____

Board of Trustees/Alumni Brd/Foundation Brd No Yes Purpose _____

Contact Date? _____

Other _____ Purpose _____

VII. Marketing and Communication: (Did we communicate to everyone that needed input?)

- a) **Invite:**
- b) **Timing:**
- c) **Media:**
- d) **Design:**

VIII. Event Follow-Up Activities:

Debrief Date Scheduled:

Thank you notes to send: