**Saint Joseph’s University Special Event Planning Procedures**

**Sample Special Event Kick-Off Meeting Agenda**

**Last Updated: January 29, 2020**

**Special Event Kick-off Meeting Agenda**

**Event Name**

**Event Date**

**Location**

**Event Purpose**

**Event Goals**

* Attendance
* Fundraising

**Event Message**

* What University Leadership needs to speak?
* Who is providing script or talking points?

**Budget**

* Overall event budget amount
* Budget number to charge – must be determined
* Cost to attend – is there a charitable amount for gift credit?

**Event Needs**

* Speaker needs (contractual?)
* Sleeping room needs
* AV needs
* Photography
* Music
* Awards or host gifts?
* Décor

**Registration/RSVP information** – (confirm who is building registration and landing page)

* Custom URL address -
* Open and close dates of registration -
* Capacity of event, ticket limits
* Attendee list format – from iModules or pdf upload
* Any additional guest info to be collected (employer, job title, etc.)

**Marketing Plan**

* Timeline
* Invitation – printed and/or electronic?
* Reminder emails
* Logistics email
* Tie to articles, podcasts, etc.?
* Publicity – will the event be open to the public? Is there an expectation of privacy? Are speakers aware of format? Will guests be photographed? If so, note this on invitation and materials.

**Roles and Responsibilities – see separate document for sample**

**Event Owner –**

**Project Manager –**

**Event Coordinator –**

**Marketing Manager -**

**Sponsorship Manager** (if needed) –

**Video Coordinator** (if needed) -