

**Event name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

New Event Repeat Event

Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Coordinator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

VIP / Boss: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Support Personnel for Event (check all that apply):

Cosponsors Staff/Employees Volunteers Students/Interns

Name 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cosponsors Staff/Employees Volunteers Students/Interns

Name 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cosponsors Staff/Employees Volunteers Students/Interns

Name 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event Specifications**

Event Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Years Hosting This Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fixed Flexible:

Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

✓ Start Time:

✓ End Time:

✓ Agenda Finalized: Yes No

✓ Important Highlights:

Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

✓Preferences:

Facility: hotel conference center museum other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other Requirements (features, handicapped access, amenities)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

✓Where has this event been held before? (in the past 3 to 5 years)   
 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected Attendance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

✓Highest Number:

✓Lowest Number:

✓Desired Number:

1. Other known concurrent/competing events:

2. Specific activities or elements that must be incorporated:

3. Special requirements:

4. Specific requests:

**Event Objectives**

1. What is the purpose of the event?

Advertising/promotion Entertainment Problem resolution

Appreciation Governed mandate Product introduction

Cause-related support Hospitality Product positioning

Celebration Idea exchange Recognition

Circulation Image enhancement Recruitment

Commemoration Incentive/reward Revenue generation

Competition Motivation Sales

Decision making Networking/interaction Teambuilding

Education/training Policy development Tourism/visitors

Other: (Please explain)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. What are the specific objectives for the event?

Attendance Membership Return on investment

Contributions Participation Revenues

Guest Satisfaction Patrons/supporters Sales

Image perception Performance increase Sponsorship

Learning outcomes Publicity Tourism inquiries

Other: (please specify)

3. Measurements to be used to indicate successful achievement of each of these objectives?

4. How and by whom will measurements be collected?

5. What other areas are to be evaluated?

6. What evaluation criteria will be used?

7. How and by whom will evaluations be conducted?

**Audience Profile**

1. Who is the audience?

✓ Position or profession

✓Berkeley Law Alumni?

✓Where are attendees coming from?

✓Cultural restrictions

✓Previous attendance at similar events

✓Special Needs or ADA Accommodations

1. What are the attendees’ expectations?

✓What has been done before?

✓What did they like?

✓What did they *not* like?

1. What are your expectations?  
   ✓What did you like?

✓What did you *not* like?  
  
How do you want attendees to *feel* after the event?

1. What do you want them to *think* after the event?
2. What do you want them to *do* as a result of the event?
3. Why do they attend this event?
4. Do you have supporting research/evaluation data?

**Budget**

1. What expense budget range are you considering?
2. What does this expense budget include? (Add limits or %, if known.)

Invitations/Marketing: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Travel/Transportation: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Venue: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Décor: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Food and Beverage: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Entertainment: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lighting/Sound/AV): $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gifts and Amenities: $ or % \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you have any vendors already contracted for these items?
2. Are there revenue expectations/sources?
3. Registration system?

**Budget (Details)**

1. Anticipation

✓Advertizing/Promotions/Public Relations

✓Invitations/Brochures/Registration Materials

✓Printing and Postage

✓Mailing Lists

✓What marketing materials will be based on event design?

✓Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

1. Arrival

✓Travel Arrangements

✓Meet and Greet

✓Ground Transportation

✓Parking Services

✓VIP Security

✓Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

1. Atmosphere

✓Décor

✓AV Equipment

✓Seating Setup

✓Staging Requirements

✓Special Storage Requirements

✓Signage Requirements (sponsor recognition)

✓Telecommunications Needs

✓VIP Accommodations

✓Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

1. Appetite

✓Menu Preferences/ Requirements

✓Menu Restrictions

✓Dietary Requirements

✓Service Style Preference

✓Seating- Reserved or Open

✓Beverage Service Scope

✓Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

1. Amenities

✓Prizes / Gifts / Awards

✓Logo Merchandise

✓Programs

✓Collateral/ Conference Materials

✓Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments:

**Event Checklist**

Workshop Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Workshop Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supplies Quantity**

Name Tags \_\_\_\_\_\_\_\_\_\_\_\_

Table Tents \_\_\_\_\_\_\_\_\_\_\_\_

Registration List \_\_\_\_\_\_\_\_\_\_\_\_

Countdown Signs \_\_\_\_\_\_\_\_\_\_\_\_

Parking Passes \_\_\_\_\_\_\_\_\_\_\_\_

Wireless Passes \_\_\_\_\_\_\_\_\_\_\_\_

MCLE Credit \_\_\_\_\_\_\_\_\_\_\_\_

Pencils Pens \_\_\_\_\_\_\_\_\_\_\_\_

Attendee List \_\_\_\_\_\_\_\_\_\_\_\_

Markers \_\_\_\_\_\_\_\_\_\_\_\_

MCLE Credit \_\_\_\_\_\_\_\_\_\_\_\_

Maps to Events / Boalt \_\_\_\_\_\_\_\_\_\_\_\_

Scissors \_\_\_\_\_\_\_\_\_\_\_\_

Blue Tape/Masking Tape \_\_\_\_\_\_\_\_\_\_\_\_

Camera \_\_\_\_\_\_\_\_\_\_\_\_

Speaker Bios \_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

**Handout Materials Quantity**

Agenda/Schedule \_\_\_\_\_\_\_\_\_\_\_\_

Comment Forms \_\_\_\_\_\_\_\_\_\_\_\_

Sign-in Sheets \_\_\_\_\_\_\_\_\_\_\_\_

**Presentation Materials**

Flip Chart Pads/Easels \_\_\_\_\_\_\_\_\_\_\_\_

Markers \_\_\_\_\_\_\_\_\_\_\_\_

Slide Show \_\_\_\_\_\_\_\_\_\_\_\_

**Audio/Visual Materials**

PPT Presentations \_\_\_\_\_\_\_\_\_\_\_\_

Movie (DVD) \_\_\_\_\_\_\_\_\_\_\_\_

Movie (Digital file) \_\_\_\_\_\_\_\_\_\_\_\_

Music / Audio file \_\_\_\_\_\_\_\_\_\_\_\_

Laptop \_\_\_\_\_\_\_\_\_\_\_\_

Laptop Background \_\_\_\_\_\_\_\_\_\_\_\_