

WPI

# Programming Sheet

SAO

Name of Program Coordinator: \_\_\_\_\_

Name of Student Group: \_\_\_\_\_ Email: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Account # \_\_\_\_\_

Name of Program: \_\_\_\_\_

Ticket Price: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

	Person Responsible	Date to be Accomplished	Date Accomplished
<b>Agency</b>			
First Contract			
Hold on Date			
<b>Contract</b>			
Reviewed/Signed by SAO			
Contract Sent			
Contract Returned			
<b>Check</b>			
Requested			
Pick-Up			
<b>Hospitality</b>			
Hotel Booked/Confirmation Number			
Meals			
<b>LnL</b>			
Work Order Filed			
<b>Publicity</b>			
Posters/Flyers			
Mailboxes			
RA Boxes			
Tech News			
Bulletin Boards			
Social Web			
WWPI			
<b>Gimmicks</b>			
Ordered/Confirmation Number			
Arrival/Pick-Up			
<b>Events Office</b>			
Tables (amount and size)			
AV Requests			
Book Venue			
Police			

## Sample Programming Timeline

- Two to Three Months Prior To The Event:**
  1. Check availability of desired space and equipment.
  2. Establish budget and arrange the funding for the event.
  3. Review and develop an understanding of relevant policies or regulations with your advisor.
  4. Establish a publicity plan.
  5. Negotiate with performer for date, time, place and compensation (do not make any promises at this point).
  6. Contact SAO for procedures in contracting of the performer(s).
  
- Eight Weeks Prior to Event:**
  1. Arrange for advance ticket sales (if any).
  2. Begin implementing the publicity plan.
  3. Order (or develop) promotional and other printed material that will be needed.
  
- Six Weeks Prior to Event:**
  1. Revise budget as actual costs become known.
  2. Send any promotional mailings for event.
  
- Four Weeks Prior to Event:**
  1. Review and change publicity plan as needed.
  2. Revise budget as actual costs become known.
  3. Confirm room and equipment needs of performer with Events Office.
  4. Confirm performer's travel plans and setup needs.
  5. Check to insure that all College paperwork is being processed (room setup, equipment rentals, performer compensations, etc.).
  6. Send out press releases and public service announcements (if they are part of the publicity plan).
  
- Two Weeks Prior to Event:**
  1. Check advance ticket sales (if any).
  2. Confirm that the publicity plan is on time and within budget.
  3. Implement any last minute publicity that may be needed.
  4. "Walk through" the event and double check that everything has been arranged and requested.
  5. Confirm staffing needs.
  
- Week of the Event:**
  1. Publicity plan completed.
  2. Budget revision completed.
  3. Last minute publicity completed.
  4. Final arrangements and double checks on all aspects of the event completed.
  5. Make arrangements to meet the performer upon arrival.
  
- Day of the Event:**
  1. Check all arrangements early. If a change is needed you will need time to make or request the change.
  2. Be available for the unexpected.
  3. Meet and greet the performer upon arrival.
  
- Follow Up (Within One Week After Event):**
  1. Thank you letters to all involved groups and individuals.
  2. Clip and save any press coverage.
  3. Make final actual budget and pay all remaining bills.
  4. Write an evaluation of the event outlining your process, recommendations for the future and final budget.