

UWM UNION EVENT PLANNING TIMELINE

WHAT?

WHO TO SEE: ORGANIZATION LIAISON

QUESTIONS:

- What are you going to do?
- Who are you doing it for?
- Why are you doing this?
- How are you planning to pay for it?

FOCUS ON:

- Identifying challenges to overcome
- Creating planning timeline
- Gathering funding – or –
- Arranging funding plan

WHO TO SEE: UNION EVENT SERVICES

QUESTIONS:

- How many guests will I have?
- What will these guests be doing?
- Will my talent require any space?
- Space acquisition

FOCUS ON:

- Securing spaces and services
- Identifying early logistical needs

----- 16 WEEKS

WHO?

WHO TO SEE: ORGANIZATION LIAISON

QUESTIONS:

- What are the talent needs?
- Who will be providing talent services?
- What services are needed to serve the talent?

FOCUS ON:

- Communicating contract obligations to the host or facility
- Understanding UWM contracting
- Negotiating terms with talent
- Settling on final terms

WHO TO SEE: STUDENT INVOLVEMENT LIAISON, UNION MARKETING, EVENT SERVICES

QUESTIONS:

- Who do you want/not to come?
- What access do different constituents have?
- What financial goals do you have from ticket sales?

FOCUS ON:

- Contract terms
- Audience experience
- Service Specialists

----- 8 WEEKS

HOW?

WHO TO SEE: EVENT SERVICES AND UNION MARKETING

FOCUS ON:

- Event planning & diagramming
- A/V planning & coordination
- Marketing design and proofing
- Dining & food arrangements
- Signage & traffic flow plans
- Police & security arrangements
- Contracting service providers

WHO TO SEE: STUDENT INVOLVEMENT LIAISON, UNION MARKETING, EVENT SERVICES

FOCUS ON:

- Walking & talking through final details & arrangements
- Holding meetings with significant stakeholders
- Communicating any changes & needs

HAVE A GREAT EVENT!

A RECOMMENDED TIMELINE

The event planning timelines are contingent on anchor dates. The model below shows events that plan on using Student Appropriations Committee (SAC) Grant Funds. If you have an independent funding source or have no funding needed, feel free to trim this plan as appropriate.

SPRING SEMESTER EVENT (MARCH 22)			FALL SEMESTER EVENT (NOVEMBER 12)	
SAMPLE (DD/MM)	T-MINUS (WEEKS TO EVENT)		T-MINUS (WEEKS TO EVENT)	SAMPLE (DD/MM)
WHAT?				
10/5	24	CONCEPTION	37	3/1
10/12	23	SPACE ALLOCATION	36	3/7
10/20	22	SAC GRANT FUNDING	35	3/15
WHO?				
12/7	15	TALENT	15	8/6
12/14	14	PERFORMANCE RIDER	14	8/13
12/21	13	EVENT PLANNING	13	8/20
1/11	10	DEFINE AUDIENCE	10	9/10
HOW?				
1/24	8	MARKETING	8	9/25
2/15	5	FOOD	5	10/8
2/22	4	STAFFING/VOLUNTEERS	4	10/15
3/22	0	EVENT	0	11/12