

Event Planning and Evaluation Process

Checklist

Planning Process

1. **What?** Give a brief description of event:

2. **When?**

Date:

Start Time:

End Time:

3. **Fit?** How does this event fit into our mission, vision and values?

4. **Goals?** What is the goal of the event?

(SMART Goals: specific, measurable, achievable, realistic, time-based)

5. **Measurement?** How will you measure the results?

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Approval Process

1. Supervisor's initials _____
2. Calendar coordinator's initials _____
3. Facilities Lead's initials _____
4. Publicity and Promotion initials _____

Evaluation Process

1. **Results?** Did the event reach the desired goal?
Why or why not?
2. **Notes:**