

Event Planning Step-by-Step Master List

Updated 8/19/2025

IMPORTANT TIMING INFO:

In order to properly advertise your event, ALL event details need to be finalized and delivered to the Content Marketing Specialist at least 3 weeks in advance of the event day.

If you need design work completed, all details are needed at least 4 weeks in advance.

If you are planning a guest lecturer event start planning at least 6 weeks in advance.

If we get the information later than stated in this document, there's no guarantee we'll be able to get the information out to people in time.

1. **FOR GUEST LECTURE EVENTS:** Identify speakers whose lecture fees fit within your budget. Contact those speakers to determine availability and possible speaking dates.
2. **FOR GUEST LECTURE EVENTS:** Have the Dean's office personnel check the Dean's Calendar to determine which proposed dates are open.
3. Work with Administrative Assistant (AA), Content Marketing Specialist (CMS) and/or Special Events to pick a date and time that works with upcoming events on the USI event calendar and the events the Content Marketing Specialist is aware about but may not be on the calendar yet.
4. **FOR GUEST LECTURE EVENTS:** Contact the speaker to confirm the engagement.
5. Once the date and time are finalized, fill out the [College of Liberal Arts Event Request Form](#) to secure funding and make the CLA administration team aware of the event. Determine your budget. Think about honoraria, travel, advertising, etc.
6. Next, [submit your event to Special Events & Scheduling](#) to secure a space, an event planner, food, etc. (Your AA can also help with room reservations within the Liberal Arts Center)
7. Now that the date, time, and location are finalized, fill out the [CMS Event Submission Form](#) with all event details.
8. Work with the CMS to create marketing materials such as flyers, social media graphics, press releases, digital display ads, and more that is listed on their website [here](#). (<https://www.usi.edu/liberal-arts/faculty-resources/marketing-resources>)
9. **FOR GUEST LECTURE EVENTS:** Work with the speaker and CLA Administrative Associate on a contract agreement.
 - ☐ Have the speaker go to the USI Procurement website and click "How to become a USI Vendor" on the left-hand side. Have them fill out the vendor registration form.
 - ☐ You will fill in the attached speaker agreement form and send it to the speaker.
 - ☐ The speaker will need to fill out their name, address, and phone number in the first section (Payment Information) of the agreement. They will need to sign the agreement

on the last page. Once the agreement is signed, send the agreement to Jillian Jones. They will attach the form to a BuyUSI requisition after the speaker has submitted their online registration and Procurement has set them up in BuyUSI. Strike through any sections that are not applicable to this speaker. i.e. Sales, Publicity, certain insurance requirements, etc.

- ☐ Once the requisition is completed, the Director of Procurement and Risk Management will sign the contract once it comes to Procurement via BuyUSI.
 - ☐ Procurement will send the purchase order to Accounts Payable.
 - ☐ Accounts Payable will pay the speaker according to our payment terms.
10. **At least 3 weeks prior to your event**, contact USI Photography to cover your event (depending on budget). If you wish to have your event recorded, please reach out to IT for setup (depending on budget). If the budget doesn't allow, contact the CMS for photography and video services.
11. **At least 3 weeks prior to your event**, contact USI Catering (catering@usi.edu) for food services (if needed).
- ☐ Give the contract to the CLA Administrative Associate after you have reviewed and signed it as the event contact. Silvia Rode, Associate Dean, will sign as financial manager and enter the contract into BuyUSI.

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- For example, sending the information to the campus TVs, Creative and Print, the USI calendar, and University Communications all involve other people and approvals, which can take time. The less lead time the Content Marketing Specialist has, the less lead time everyone else has.
- Professors are more likely to give extra credit for students to attend events if we know about the events in advance – but it is harder to justify that it's fair to give extra credit when we only know about the event a few days in advance, because that also doesn't give students enough time to plan to go to the event.

QUESTIONS?

Contact your Content Marketing Specialist or visit their website [here](https://www.usi.edu/liberal-arts/faculty-resources/marketing-resources).
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Event Planning Info Sheet

Have you thought of...

Distributing an info sheet or flyer to faculty mailboxes?

Going to...

- ☐ classes on campus to talk about it
- ☐ high schools
- ☐ on- or off-campus or online career fairs
- ☐ involvement fairs
- ☐ major/minor fairs
- ☐ submitting event info to the student planner

Hosting an "open house" on campus or online webinar?

Regularly posting about course/event/internship opportunities on social media for your department?

2025 Creative and Print Pricing:

- 18" x 24" Yard signs – double-sided with stakes = ~\$17 each
- 24" x 36" Foamcore posterboard - short term use = ~\$17 each
- 24" x 36" Foamcore posterboard - long term use = ~\$25 each
- 11" x 17" full-color poster = ~\$1.54 each - quantity breaks
- 8.5" x 11" full-color flyer = ~\$1.00 each - quantity breaks