



Event Planning Checklist for Speaker Events

This event planning checklist will guide you through planning out a speakers bureau event.

Set goals and choose a topic & speaker (2-4 mo in advance)

- With your exec board, choose topic, set goals, and create a timeline
- Go to [Speakers Bureau page](#) on the SSA website
- Look for a speaker who interests you, click Request a Speaker at the top of the page, and fill out [form](#)
- Wait for your campus organizer (CO) to put you in contact with the speaker
- Some speakers require travel expenses and honoraria. Contact your CO for more details.

Planning Your Event Funding Needed?

Yes? Start Here (1-3 mo in advance)

- In conversation with speaker, determine all travel expenses.
- Do they require an honorarium?
- If you're buying a plane ticket, use [Google Flights](#) to find the cheapest ticket with a reasonable flight time.
- Find out if the event space you'll need will require a fee.
- Estimate budget for food, if applicable
- Apply to your student government or campus activities organization for funding.
- Still need funding? Fill out [SSA Project & Event Grant Application](#). Keep in mind SSA grant funding only available for speakers who are in our Speakers Bureau.
- Continue with box to the right.



No? Start Here (1-3 mo in advance)

- Check venue availability
- Confirm final date of event with speaker keeping in mind venue availability.
- Book venue
- Secure any paperwork from your school that you'll need your speaker to sign i.e contracts, permits, etc. and forward to speaker.

Funding Approved

- Book speaker's flight or estimate driving costs, if applicable
- Book hotel and send the speaker all necessary related information, if applicable
- Prepare Itinerary for the day of the event and send to speaker
- Create posters, brochures, etc and send to speaker and CO for approval.
- Create FB event and invite speaker and CO
- Advertise Event. See Tips for Advertising [here](#).
- Choose who will pick up the speaker and bring them to campus
- If you're having dinner with the speaker, ensure all reservations are complete
- Complete remaining steps in event planning guide

Funding Not Approved

- Review application with your CO
- Make any and all changes
- Resubmit application

Final prep and execution

(1-3 Days Before Event)

- Remind guests who RSVP'd about event
- Continue completing event planning guide
- Check in with volunteers to make sure they can still complete their role
- Share detailed instructions with speaker on how to arrive & where they'll be picked up
- Pick up any refreshments you'll need for the event
- Make sure to have honorarium ready to give the speaker, if applicable
- Pick up speaker
- Start the event by welcoming all the attendees and give your speaker a nice introduction. *Let the show begin!*

PostEvent Wrap-up

(same day-1 week after event)

- Thank the speaker for their time and leave them with a thank you note, honorarium, if applicable, or a small gift
- Continue through your itinerary and take the speaker to their hotel or airport
- Follow up with speaker a few days after event: thank them again, send photos, videos, etc.
- Fill out [Brag It Up](#) form to report back to SSA on your event and be entered for a chance to win \$100 that month.
- Summarize this event and note best practices in order to document for leadership transitions.
- Create a helpful go to reference list for important people that helped you execute the event."