

APhA-ASP Event Planning Checklist & Timeline

Proposed Event Title:	
Proposed Event Date:	
Proposed Event Description:	

8 weeks before the event: Determine the goals

Event Type	<ul style="list-style-type: none"> • Patient-care project • Educational • Fundraiser • Professional/leadership training • Social gathering (networking)
Main goals	
Target Audience	<ul style="list-style-type: none"> • Student pharmacists on-campus • Student pharmacists outside of campus • Faculty members on-campus • Community members
Event Date	<ul style="list-style-type: none"> • Check University calendar for potential conflicts • If the event is targeted for student pharmacists, check their class and exam schedules for potential conflicts
Is there a duplication of another campus event?	<ul style="list-style-type: none"> • Yes • No • Potential

7 weeks before the event: Determine the details

Site Selection	<ul style="list-style-type: none"> • On-campus: • Off-campus:
Who are some potential partners?	
Are you contracting with a performer or a speaker for the event?	<ul style="list-style-type: none"> • Yes • No
Expenses	<ul style="list-style-type: none"> • Performer/Speaker Fee: • Food: • Decorations and set-up supplies: • Transportation: • Advertisement: • Other:
Funding Sources	<ul style="list-style-type: none"> • Are you selling tickets? • Yes • No If yes, how much are you going to bring in? \$_____ • Do you have fundraised dollars? • Yes • No If yes, how much are you contributing? \$_____ • Are you asking for funds from the Student Government Association (SGA) on-campus? • Yes • No
Total budget	Expenses: \$_____ <ul style="list-style-type: none"> • Ticket Sales: \$_____ • Previously Fundraised Dollars: \$_____ • Amount needed to ask from SGA

3-6 weeks before the event: Determine the agenda

Order and length of time for all events	
Event Logistics	<ul style="list-style-type: none"> • Fill out a required event proposal form or funding form to the Student Government Association (SGA) on-campus • Confirm a selected site is reserved • Confirm food is ordered • Confirm chapter advisors or other chaperone (licensed pharmacists) are available for the event
Advertisement	<ul style="list-style-type: none"> • Make flyers and table tents • Advertise on social media (Facebook event, Instagram post) • Contact target audiences
Collaborators and Performer/Speaker	<ul style="list-style-type: none"> • Meet and plan out the collaborative elements • Provide any resources/directions that they need
Ticket Sales and Tabling	<ul style="list-style-type: none"> • Reserve a table and tablecloth to sell tickets or to promote the event • Recruit volunteers to staff the table
Event Staff and Volunteers	<p><u>Set-Up</u></p> <ul style="list-style-type: none"> • How many volunteers needed for the event set-up? _____ • At what time are volunteers needed for the event set-up? _____ <p><u>During Event</u></p> <ul style="list-style-type: none"> • How many volunteers needed during the event? _____ • What will the volunteers wear? Are white coats needed for student pharmacists? <p><u>Clean-Up</u></p> <ul style="list-style-type: none"> • How many volunteers needed for the event clean-up? _____ • At what time are volunteers needed for the event clean-up?

1 week before the event: Confirm last minute tasks

- Finalize the event schedule. Do you have an event script?
- Purchase all supplies and decorations for the event. Create any signs needed for the event, such as welcome signs and directional signs.
- Ensure all event registration and financial paperwork have been submitted.
- Send an email reminder to all event volunteers with details, expected tasks, and required attire.
- Confirm with your collaborators and performer/speaker. Prepare a speaker bio and introduction.
- Confirm with your advisor/chaperone. If needed, get emergency contact information for your advisor/chaperone.
- Last push for marketing. Advertise again on social media, hang more flyers, and place table tents.

Day of the event

- Arrive early to set-up the room and give direction to volunteers.
- Secure cash-box for at door ticket sales or money collection.
- Pick up or greet performer/speaker.

Post-Event: Event evaluation

- Send thank you letters or emails to your collaborators, performer/speaker, advisor/chaperone, and all event volunteers.
- Evaluate within the chapter executive board or committee if you met the event goals.
- Discuss what went well and what can be improved.