FERRIS STATE UNIVERSITY
UA&M EVENT WORKSHEET

Event:

Date:

Location:

Event Chair:

Event Contact:

Team Members:

I. The Event
Type of Event
☐ Alumni  ☐ Advancement  ☐ Other ______________________________

Desired Outcome of the Event/Purpose:

II. Target Audience
Audience we want to Participate: __________________________________________

Millennium Criteria for Invitations
Brief Description of Request: __________________________________________

Date needed by: _________________________________________________________

Group of Constituents Requested: _________________________________________

________________________________________________________________________

Date range of requested information: ____________To: ____________ (If applicable)
Combine Spouses? ______________ Receive count before releasing data? __________
Delivery Method? _________________________________________________________
Printed labels needed? _________________________________________________

Target number of Guests: _______

Minimum number of Guests considered Acceptable: _______
III. **Logistics**

**Site:**
- a) Popularity of site?
- b) Room Layout?
- c) Any obstructions?
- d) Adequate Parking?
  Parking Fee?

**Food & Beverages:**
- a) Plated, Buffet or Other?
- b) Meal / Beverage Selection

**Audio Visual:**
- None Needed
- Microphone
  - Lapel
  - Hand held
- Podium
- Screen
  - Size
- LCD Projector
- Lap Top
- Speakers/House Sound
- Slide Projector
- Risers
- Other

**Recognition/Acknowledgement Activities:** (i.e. certificates, awards, ribbons)

**Invitations:**
- a) Type of Invitation (i.e. email, postcards, formal, informal)
- b) Text to be written by:
- c) Graphics created by:
- d) Coordination of RSVP’s by:
- e) RSVP date:
f) Estimated date of mailing:_____________________ Actual Date:______________

g) Special Notes (i.e. first class? Indicia?)

Programs:
☐ Not Needed  ☐ Needed

  a) Text written by: ________________________________

  b) Graphics created by: ______________________________

  c) Printing Company to use: ______________________________

  d) Date sent to Printer: ______________________________

IV. Event Details:

V. Budget: The budget for an event should be determined by analyzing potential revenue and expenses backed by research and/or past experience and then considered in context with the purpose of the event.

Revenue Analysis

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimated</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Registration Fees</td>
<td></td>
<td></td>
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<tr>
<td>b) Sponsorship Donations/Fees</td>
<td></td>
<td></td>
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<tr>
<td>c) In-kind support (both an equal revenue and expense)</td>
<td></td>
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<tr>
<td>d) Other fees (raffle/mulligan/special drawing revenues, etc.)</td>
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</tbody>
</table>

Total Gross Revenue

Expense Analysis

<table>
<thead>
<tr>
<th>Item</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>a) Printing costs</td>
<td></td>
<td></td>
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<tr>
<td>b) Postage</td>
<td></td>
<td></td>
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<tr>
<td>c) Venue rental</td>
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<tr>
<td>d) ticket/guest participation fees</td>
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<tr>
<td>e) Food</td>
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<tr>
<td>f) Complimentary items</td>
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<td></td>
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<tr>
<td>g) Decorations/flowers</td>
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<td></td>
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<tr>
<td>h) Raffle/auction items</td>
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<td></td>
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<tr>
<td>i) In-kind support</td>
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<td></td>
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<tr>
<td>j) General supplies</td>
<td></td>
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<tr>
<td>k) Photo services</td>
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<tr>
<td>l) Recognition Awards</td>
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<tr>
<td>m) Staff travel</td>
<td></td>
<td></td>
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<tr>
<td>n) Others</td>
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</tr>
</tbody>
</table>

Total Gross Expenses

Total Net Revenue and/or Expense for Event
VI. Staffing:

The President  □  No  □  Yes  Purpose ___________________________ Contact Date? ___________

UA&M Staff  □  No  □  Yes  Purpose ___________________________ Contact Date? ___________

Faculty/Deans  □  No  □  Yes  Purpose ___________________________ Contact Date? ___________

Students/SAGC  □  No  □  Yes  Purpose ___________________________ Contact Date? ___________

Board of Trustees/Alumni Brd/Foundation Brd  □  No  □  Yes  Purpose ___________________________ Contact Date? ___________

Other ___________________________ Purpose ___________________________

VII. Marketing and Communication: (Did we communicate to everyone that needed input?)

a) Invite:

b) Timing:

c) Media:

d) Design:

VIII. Event Follow-Up Activities:

Debrief Date Scheduled:

Thank you notes to send: