

**A.S. SPACE**  
**Program planning time-line and check-list**

**8 weeks in advance**

- \_\_\_\_\_ Select Artist/Performer/Program
- \_\_\_\_\_ Make original contact with Artist or agent/request press packet
- \_\_\_\_\_ Select date, time, and location for event (be sure to check availability of facilities)
- \_\_\_\_\_ Determine budget limitations
- \_\_\_\_\_ Complete SPACE Program budget form and meet with advisor to review.

**7 weeks in advance**

- \_\_\_\_\_ Present proposal to SPACE Executive Board (be sure to put on agenda one week in advance).

**6 weeks in advance**

- \_\_\_\_\_ Send letter of Intent to Artist (Lecture) once proposal has been approved.
- \_\_\_\_\_ Confirm room/set up and AV reservations as needed with meeting services.
- \_\_\_\_\_ Contact Artist for contract negotiations, rider information, and any other special arrangements required.
- \_\_\_\_\_ Begin publicity/advertising plans. Contact SPACE Director of Creative Marketing and/or AS Marketing and Public Relations Coordinator to establish marketing plan, design and order flyers/posters, etc.
- \_\_\_\_\_ Prepare press release for media as appropriate
- \_\_\_\_\_ Request info screens/campus calendar/CSUN.edu updates.
- \_\_\_\_\_ Have event added to SPACE Web Page master calendar.
- \_\_\_\_\_ Fill out Special Event request and fax to Vena Jordan
- \_\_\_\_\_ Fill out Parking Services request and fax to Vena Jordan
- \_\_\_\_\_ Fill out Public Safety/CSO requests and fax to Public Safety.

**5 weeks in advance**

- \_\_\_\_\_ Complete Personal Services Contracted form, or AS SPACE Performance Contract and return to Advisor.
- \_\_\_\_\_ Get contract from Advisor and send to Artist.
- \_\_\_\_\_ Arrangement accommodations/travel (if required).
- \_\_\_\_\_ Meet with SPACE Director of HR to request SPACE CADETS to hand out publicity/work day of event.

**4 weeks in advance**

- \_\_\_\_\_ Artist contract should be signed by Artist, received and forwarded to Advisor for signature.
- \_\_\_\_\_ Send copy of signed contract back to artist with directions/map to campus and other pertinent information.
- \_\_\_\_\_ If this is a ticketed event, meet with Ken Etter of AS Ticket Office to make money collection arrangements. (Please note that if you do not do this ahead of time you will not be able to collect money at the door).
- \_\_\_\_\_ Make any food/food services arrangements.

- \_\_\_\_\_ Begin distributing publicity (post printed material, send press releases).
- \_\_\_\_\_ Confirm signed contracts have been received by Advisor and Artist.
- \_\_\_\_\_ If a deposit is required, confirm Expenditure Request has been submitted and deposit sent.

### **3 weeks in advance**

- \_\_\_\_\_ Confirm Expenditure Requests have been submitted for all contracts.
- \_\_\_\_\_ Begin ticket sales (if applicable)
- \_\_\_\_\_ Evaluate all publicity and make necessary adjustments.

### **2 weeks in advance**

- \_\_\_\_\_ Check on facility set-up with Meeting Services and AV arrangements with Performing Artist Center.
- \_\_\_\_\_ Review budget vs. expenses to ensure you're on target
- \_\_\_\_\_ Order hospitality food and beverages
- \_\_\_\_\_ Make announcements at Senate about upcoming event.
- \_\_\_\_\_ Recruit Board members and SPACE CADETS to work event.
- \_\_\_\_\_ Arrange load-in/out access with PPM if needed, as well as generator/power requests or accommodations.

### **1 week in advance**

- \_\_\_\_\_ Provide list of names of those requiring parking to parking services (we pay \$4 each for these, so please be accurate!)
- \_\_\_\_\_ Contact Artist to confirm arrival time and location
- \_\_\_\_\_ Determine clean-up needs
- \_\_\_\_\_ Begin final advertising blitz
- \_\_\_\_\_ Confirm hospitality food/beverages
- \_\_\_\_\_ Order lanyards/back stage passes from PR/Marketing Coordinator
- \_\_\_\_\_ Confirm crowd estimates and Artist arrival/movement info with campus police as needed.
- \_\_\_\_\_ Create day-of-event script and hand out to everyone working event.
- \_\_\_\_\_ Order programs.

### **Day before event**

- \_\_\_\_\_ Pull out and organize all supplies needed for event
- \_\_\_\_\_ Call to confirm volunteers for next day
- \_\_\_\_\_ Pick up perishable food and refrigerate
- \_\_\_\_\_ Make arrangements with Merc. Exchange or Bookstore for Ice
- \_\_\_\_\_ Make sure supplies for food/water are clean.
- \_\_\_\_\_ Make sure cart is charged and clean
- \_\_\_\_\_ Pick up checks needed from AS Accounting (remember they close at 5 pm)
- \_\_\_\_\_ Confirm load-in arrangements and times with performers.
- \_\_\_\_\_ Pick up programs.

### **Day of event**

- \_\_\_\_\_ Make sure all equipment is loaded in and properly set-up.
- \_\_\_\_\_ Set up hospitality.
- \_\_\_\_\_ Greet performers when they arrive.
- \_\_\_\_\_ Make sure event volunteers are trained and in place.
- \_\_\_\_\_ Make sure event starts on time.
- \_\_\_\_\_ Introduce performer/Artist and thank volunteers publicly.
- \_\_\_\_\_ Hand out event evaluations.

### **Follow-up**

- \_\_\_\_\_ Collect and tabulate event evaluations to present at next SPACE Board meeting.
- \_\_\_\_\_ Clip any articles from newspapers.
- \_\_\_\_\_ Return receipts to Director of Finance for any petty cash or cash advances within 48 hours.
- \_\_\_\_\_ Confirm payment for equipment and services (check with Advisor)
- \_\_\_\_\_ Write and send thank-you notes.
- \_\_\_\_\_ Send reviews to performer(s) with copy in file.
- \_\_\_\_\_ ***Pat yourself on the back for a job well done!***