

Suggested Event Checklist

Program Name: _____

Registration Opens: _____ Deadline: _____

Date/time: _____ Location: _____ Estimated attendees: _____

- ☐ **Have you set a date and time?** Check the [UADA Events Calendar](#), [UADA Internal Calendar](#) and other local calendars to reduce double-booking your event on top of an existing one. Avoid common school and federal holiday conflicts.
- ☐ Do you have a location? If it is virtual, do you have a link created? [Contact our Zoom team for help.](#)
- ☐ Does your event have limited capacity? Let people know it's limited.
- ☐ Do you need a registration form? You can use Microsoft Forms for free events and for paid events, you will need to request a Formstack form. (Give our forms manager 2+ weeks lead time to create a paid registration form.)
- ☐ Have you established any fees associated with the event and worked out accounting with financial services?
- ☐ Have you notified communications social media/web teams about your event to help share the load of marketing?
- ☐ Have you posted the event on the [Division calendar](#)?
- ☐ If you use Constant Contact, have you sent out an e-newsletter (send notifications minimum 3 times including the day of)? If limited capacity, mention it in your marketing.
- ☐ Have you marketed your event to the community? This could be done through newspapers, posters, or some form of social media.
- ☐ Post event on social media minimum 3x. Use Facebook events to encourage more views. Tag other UADA accounts as needed. Contact socialmedia@uada.edu for assistance

