

School Event Planning Checklist

A practical planning worksheet for schools, teachers, administrators, and event organizers.

1. Define the Event

- Set the event purpose and primary goals.
- Identify the intended audience and expected attendance.
- Choose the event format, such as fundraiser, performance, fair, festival, or community gathering.
- Determine whether the event is free, ticketed, or includes paid activities.

2. Build the Budget

- Set the total event budget and identify available funding.
- List venue, equipment, food, entertainment, staffing, marketing, ticketing, and other expected costs.
- Identify potential sponsors, donations, or fundraising opportunities.
- Set spending limits for major vendors and event categories.

3. Select the Date and Venue

- Check the school calendar for holidays, breaks, exams, and conflicting activities.
- Confirm venue availability before announcing the event date.
- Review venue capacity, parking, accessibility, restrooms, entrances, and emergency exits.
- Confirm whether indoor or outdoor facilities require weather backup plans.

4. Plan Ticketing and Registration

- Decide how many attendees the venue can accommodate.
- Set ticket prices, free-ticket requirements, or guest limits when applicable.
- Choose online, in-person, or combined ticket sales.
- Create an event page with dates, times, location, pricing, seating, and attendance information.
- Set ticket deadlines, capacity limits, discount codes, or reserved seating rules when needed.
- Plan ticket scanning, check-in, will-call, and door sales procedures.

5. Promote the Event

- Create a promotion timeline with key announcement dates.
- Share the event through school email, newsletters, websites, social media, and approved community channels.
- Prepare flyers, posters, digital graphics, and other promotional materials.
- Give families clear information about tickets, parking, arrival times, and event policies.

6. Coordinate Vendors and Supplies

- Book caterers, entertainers, rental companies, photographers, security, and other vendors.
- Confirm contracts, deposits, arrival times, setup requirements, and points of contact.
- Order printed materials, signage, supplies, decorations, and equipment.
- Create a delivery and pickup schedule for vendors.

7. Assign Staff and Volunteers

- Recruit enough volunteers and staff for setup, check-in, guest assistance, concessions, and cleanup.
- Assign each person a specific responsibility and reporting location.
- Create a contact list with names, roles, and phone numbers.
- Share arrival times, schedules, emergency procedures, and escalation contacts.

8. Create Event Documents

- Prepare a detailed event schedule and run-of-show.
- Create a venue map showing entrances, exits, seating, restrooms, concessions, accessible areas, and emergency equipment.
- Prepare vendor contacts, staff assignments, ticketing instructions, and emergency contacts.
- Create signage for parking, entrances, check-in, seating, and other key areas.

9. Plan Accessibility and Safety

- Confirm accessible entrances, seating, restrooms, and pathways.
- Review emergency exits, evacuation procedures, first-aid resources, and staff responsibilities.
- Identify who will handle security concerns or medical emergencies.
- Communicate accessibility information and important event policies before the event.

10. Prepare for Contingencies

- Create a weather backup plan for outdoor events.
- Determine how attendees will be notified about cancellations, delays, or venue changes.
- Prepare backup equipment, staffing contacts, and alternative procedures for common problems.
- Decide how ticket holders will be notified if event details change.

11. Finalize Event Week

- Confirm vendors, volunteers, staff, equipment, supplies, and venue access.
- Review ticket sales, registrations, attendance expectations, and remaining capacity.
- Send attendees final information about arrival times, parking, tickets, and event policies.

- Test ticket scanning, check-in equipment, payment processes, and communication systems.

12. Event Day

- Complete venue setup before guests arrive.
- Place signs and confirm accessible routes.
- Brief staff and volunteers on schedules, responsibilities, safety procedures, and guest questions.
- Monitor attendance and resolve issues as they arise.
- Track ticket sales, check-in activity, and other important event information.

13. Post-Event Follow-Up

- Complete cleanup and vendor returns.
- Reconcile ticket revenue, expenses, donations, and other financial activity.
- Thank volunteers, staff, vendors, sponsors, and attendees.
- Review attendance, feedback, revenue, expenses, and operational issues.
- Record lessons learned for the next school event.

Ticketing Reminder

A successful school event needs a clear attendance plan. Our ticketing platform can help schools manage online ticket sales, reserved seating, event information, check-in, and reporting from one place.