



EVENT FACT SHEET

NAME OF EVENT

Day of week, Date(s) and Time

Location

(Event Fact Sheets are used as a quick reference for event staff, administrators, clients and colleagues to ensure everyone has the same key information about a given event, both pre-event as an information tool and post-event as a historical one-sheet)

- PURPOSE:** Goals and objectives of event; statement of purpose
- BACKGROUND:** Background information on the event, honored participants, important history or details
- GUESTS:** Guest category list (faculty, staff, students, donors, volunteers, community, etc.)
Approximate number of guests expected
- FORMAT:** Event: List basic event format and series of events/activities

Program Order: Actual start time
• List program participants and their role
- BUDGET:** Approved budget, account number, and authorized signatory
- STATISTICS:**
- | | |
|------------------|-----------------------------------------------------|
| Invitations: | Total number of invitations sent |
| Accepted: | Number of acceptances/rsvps |
| Actual: | Actual number of attendees |
| Walk-ons: | Number of walk on guests |
| Attrition: | Difference between acceptances and actual attendees |
| Cost per person: | Final budget divided by number of actual attendees |
- CAMPUS SPONSOR:** Campus department hosting the event with responsibility for all expenses
- CONTACT:** Name of event manager, phone and email