

# Event Planning

LAST UPDATED

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*Are you thinking about having a special event to focus attention on your organization, your issues, or just plain having fun? Here's an overview of what a PLAN would be:*

**1. DEVELOP AN IDEA...**Your organization may have had many events in previous years. The first thing to think about is—do we want to do the same thing that's been done before? Try **BRAINSTORMING** all possibilities. Think about:

What's our goal?

What do we want the participants to get from attending our event?

What would the overall "theme" be?

What kinds of events would help us meet our goal?

How can we contribute to the campus culture?

**2. REVIEW YOUR GROUP'S BUDGET...**Make sure of the money available to you and how it has been allocated. If you are using Educational Activities money, you may always ask for a reallocation of spending if you want to make changes.

**3. SECURE A LOCATION AND REGISTER THE EVENT...**Look for the Student Involvement Resource Guide for Event Planning to find contact information for facilities. Decide in your group on some potential dates and times for the event. See the facility contact person to **RESERVE THE SPACE**. Once you have a date, stop by Student Involvement for more information on **REGISTERING THE EVENT**. Many events will require registration 4 weeks in advance and an appointment with the Special Events Coordinator, so be sure to plan ahead!

**4. ORGANIZE THE PLANNING COMMITTEE...**Talk about what's involved in staging your event. What **WORK GROUPS** will you need? [Publicity, Food, Decorations, Program, Ticket design and sales, facilities] Which members will be responsible? How can you recruit more helpers?

**5. PLAN THE DETAILS...**Invite the a Student Involvement Program Advisor to your meeting to help you with details of policies and with ideas about how to do what you want to do. We're glad to help you with budgets, work groups, equipment needs, food, and ticket sales & publicity. One of our team members is glad to act as advisor for your event during the entire planning process! **\*\*Meet with the FACILITIES STAFF** of whatever building you'll reserve for your event. They'll work out the details of type and cost of equipment needed, room rental, room set-up, and security needs.

**6. IMPLEMENT THE EVENT...**We can help you with a check list of trouble shooting on Event Day and making sure that everything is in place for a safe and successful event. Some things to think about: Have an Event Coordinator in charge of the day's itinerary. Check for set-up of your room; account for all equipment ordered; meet with chairs of all committees to identify areas of concern and to "get on the same page." Be sure, if money is involved, that all procedures are well planned and ready to go.

**7. EVALUATE THE EVENT...**Remember the goals that you set at the beginning? It's now time to take a look at those and see if you met them. Also, it **REALLY** helps your next year's officers if you do a detailed evaluation of the event. What would you do differently? What are you particularly proud of? How good was your planning process? Were enough people involved?

**8. BE PROUD OF A JOB WELL DONE!!**