

Program Planning

LAST UPDATE

DECEMBER 23, 2002

With other members of the planning team...**DEVELOP GOALS FOR YOUR EVENT AND FOR ENTERTAINMENT**—What do you want your “audience” to feel, to learn from attending your event?

- **DEVELOP OVERALL THEME AND “SPIRIT” OF YOUR EVENT**, keeping in mind what kinds of entertainment would enhance that theme.
- **DEVELOP A BUDGET FOR YOUR COMMITTEE—WHAT’S IT GOING TO TAKE TO DO THIS?**
- With other members of the planning team...**ESTABLISH A TIMELINE FOR THE OVER-ALL EVENT.**
- **CREATE YOUR OWN TIMELINE, USING “BACKWARDS” PLANNING.**
- **BRAINSTORM POSSIBILITIES OF ENTERTAINMENT WITH THE OTHER MEMBERS OF THE EVENT PLANNING TEAM. CHOOSE ALTERNATIVES IN CASE YOUR FIRST CHOICES FALL THROUGH!**

Things to consider:

- Educational value of the entertainment—important when using Ed. Act. funds
 - What fits? A large presentation? Audience participation? Presentations to small groups?
 - Festival” types: crafts, cooking demos, athletic performances, fashions?
 - Talent—professional, local, students, fellow committee members?
 - Music—Live bands, DJs/recorded “style” of music, singers, dancers?
 - Speakers—relevant subject matter, interactive presentations, technical possibilities?
 - Movies/Videos—content, entertainment value, relevance?
 - Will you need an MC? Several MCs?
 - What could you do that’s different, creative, unique????
- **CHOOSE A “DIRECTOR” OF ENTERTAINMENT and PROGRAMMING.** This person will **coordinate** the planning of the entertainment *and* will **manage** entertainment on the night of the event:
 - contact performers and/or other participants
 - set up rehearsal times
 - plan the sequence of events
 - draw up stage plans, scenery, other needs
 - **DIRECTOR WILL ALSO COORDINATE ALL PERSONAL SERVICES CONTRACTS WITH PERFORMERS, SPEAKERS, AND OTHERS WHO WILL BE PAID FOR SERVICES.**

Personal Services Contracts are required for all paid performers.

- **CONTACT ALL PERFORMERS, ARRANGE CONTRACTS, ASSESS NEEDS (WILL THEY NEED SPECIAL EQUIPMENT, REHEARSAL TIME, SET-UP TIME, ETC.?) COMPLETE CONTRACT WORKSHEET (It's a good idea for professional performers to provide their own sound equipment).**
- **TURN IN CONTRACT WORKSHEET *and* PURCHASE REQUEST TO DOCUMENTS SECRETARY IN STUDENT INVOLVEMENT; SHE WILL CREATE THE CONTRACT AND SEND IT TO YOUR PERFORMER.**
- **AS A MEMBER OF THE EVENT TEAM, MEET WITH FACILITIES STAFF**
 - _____ Determine room set-up
 - _____ Determine light and sound needs
 - _____ Determine equipment needed
 - _____ Determine door control, security, and other personnel needs
- **CHOOSE ENTERTAINMENT "CREW"—STAGE MANAGER, STAGE HELPERS, GREETERS FOR PERFORMERS, ETC.**
- **SCRIPT THE ENTIRE PERFORMANCE:**
 - _____ What will be the sequence of events?
 - _____ Will you have MCs? How will they participate?
 - _____ How will light and sound play a part?
 - _____ Who will make scene changes or open/close the stage curtain, etc.?
 - _____ Prepare a written script for the light/sound operators, stage manager, etc.
- **PLAN LOGISTICS FOR EVENT NIGHT! WHO WILL BE WHERE? WHEN?**
 - Who will greet the performers?
 - Who will keep the show moving along?
 - Where will performers dress?
 - Will you be providing food for the performers? When?
- **REHEARSE!!**
- **THE DAY OF THE EVENT: In the morning...MEET WITH YOUR EVENT COORDINATOR TO IDENTIFY ANY AREAS OF CONCERN & MAP OUT THE DAY. BE ON HAND FOR THE EVENT EARLY. TROUBLESHOOT. CONFIRM ARRIVAL OF ENTERTAINERS. MAKE SURE THAT LIGHT AND SOUND ARE SET. DOUBLE-CHECK EVERYTHING.**

Congratulations!! Your good planning helped to make a successful event!