

# Event Planning

- I. Plan Early
  - a. Minimum 4-6 weeks in advance
  - b. Include all Club Members in planning
  - c. Meet with Club Advisor(s) and Student Life Coordinator to discuss idea for feasibility
- II. Identify and Assess Needs and Interests
  - a. Who is your audience?
  - b. What is needed for your event?
- III. Develop the Purpose
  - a. What is the goal?
  - b. What do we want our audience to take away from this program? (outcomes)
- IV. Brainstorm Program Ideas
- V. Select a Program
  - a. Assess feasibility
  - b. Assess inclusiveness
  - c. What are the available resources?
  - d. Ensure adequate volunteers to plan and execute program
  - e. Determine Promotion Materials
  - f. Search out Support
  - g. Prepare Budget and Timeline
    - i. Realistic budget including
      1. AV/Lights
      2. Security, if needed
      3. Food
      4. Decorations
      5. Publicity
      6. Table/Chair Rental
      7. Space Rental
      8. Custodial Services
      9. Podium/Stage Rental
  - h. Secure Funding
  - i. Prepare Detailed Budget
- VI. Delegate Tasks
  - a. Set Clear Deadlines
- VII. Publicity
  - a. Determine promotional techniques
  - b. Schedule publicity dates
  - c. Arrange coverage of event through Student Life Center, if possible
  - d. Evaluate successes, note failures, keep records
- VIII. Finalize
  - a. Confirm reservations, etc
  - b. Plan set up and tear down crews

- c. Check publicity
- d. Disability access
- e. Recycling/Trash
- IX. Supplies
  - a. Tablecloths
  - b. Tape, staples, pens, markers, flip charts
  - c. Printed Programs
  - d. Nametags
  - e. Maps, signs
  - f. Cash box and change
  - g. Decorations
  - h. Trash bags
  - i. Water/Snacks for speakers
- X. Complete Process
  - a. Remove publicity within 24 hours after event
  - b. Send Thank Yous
  - c. Hand in receipts, make payments
  - d. Obtain feedback