

## The Event Planning Guide for WCSU Student Clubs

This event planning guide has been developed to assist student organizations with their program planning. By following the timetable provided, organizations can meet the various deadlines and insure a successful program. Events held off campus should follow this guide; however, plan for greater lead time to secure your site.

### Preliminary Planning (at least six to eight weeks prior to anticipated event date)

- Determine the estimated budget for the event.
- Discuss details of the event, such as its theme and type (lecture, dance, meeting, etc.), with your general membership or committee members. Remember that the Center for Student Involvement staff is available to assist you.
- Pick a tentative date for the event. Choose back-up dates. Your dates should reflect the target audience as well as your organization.
- Develop deadlines, tasks and checklists to assist in your program plans. Plan with the end in mind and work back to allow for enough time to finish tasks.
- Contact prospective speakers, performers, etc., that you plan on bringing on campus for your event and **discuss tentative plans**. Remember, oral contracts are **NOT** permitted. "Pencil in" several dates to allow flexibility in your venue availability.
- Make an appointment to see the Student and Campus Center Operations Manager, Ives Concert Hall Manager or the Office of Facilities Scheduling and Promotion. Reserve tentative space and discuss needs for the event (audio visual, room layout, etc.) and get an estimated cost, if any. Once all the details are set, you will be able to book the space for the event.
- If the event is held in a venue that is considered a "Large Events" venue, you will have to attend a Large Events Meeting to go over event logistics with the Large Events Committee. Committee members include the Director of the Center for Student Involvement, a WestConn Police Department representative, venue managers/schedulers, box office staff and maintenance/buildings and grounds representatives. Your advisor should also attend this meeting.
- Confirm final date with prospective speakers, performers, etc.
- If you are bringing an artist/performer/lecturer on campus, bring completed **Personal Services Agreement Request (PSAR)** form to the Center for Student Involvement. Please bring as much information as possible, including background information on speakers, performers, bands, etc. A biography or resume is preferable to general notes. Student organizations **CANNOT** enter into or sign contracts with performers/agents.
- Make initial contact with any other special speakers (that may not need a contract) at this time.
- Put together your marketing plan. This includes general advertising (flyers) as well as special media such as TV, Radio, Newspapers and other ideas. **BE HONEST!** Complete a Publicity Request Form if you would like the Center for Student Involvement to assist you with publicity. Be aware of University posting policies and regulations!
- If outside guests are invited (VIP's, Alumni, Administration, parents, etc.), send out personal invitations to the guests. Be sure to include contact information for the event planner and links to websites for more information.

- If the event requires food/beverage service, make an appointment to meet with a representative of Sodexo Dining Services to discuss your needs. Catered events held on campus (except small membership meetings) must be catered by University Dining Service. Once that is done, submit a **Food Service Request Form** to the Center for Student Involvement.
- If admission is to be charged, order tickets through the Student and Campus Center Office. Only official University tickets may be used for student organization events where admission is being charged.

#### At least two to four weeks prior to the event

- Review entire event and double check for any omitted details.
- Organize a committee to setup, decorate and cleanup the facility, if necessary.
- If necessary, get volunteers to work the day of the event (taking tickets, greeting Artists/hospitality, cleanup, etc.).
- Make all arrangements for the Artist (hotel, transportation, food/refreshments) if necessary. Make sure everything is in place for the artist as noted in artist's contract rider.
- Make sure that the PSA Contract has been returned by the Artist/Agency to the Center for Student Involvement.
- Contact any special speakers to confirm their participation in the event.
- Begin to develop a program (sequence of events) for the event. If necessary, plan to have a "dress rehearsal" to make sure that all the logistics of the program are worked out before the event occurs.

#### One Week prior to the event

- Last chance for changes to room setup or food service.
- Follow up on any loose ends (facilities/catering/hospitality/volunteers/Artist arrival).
- Make sure to finalize the program for the event.

#### Day of event

- Arrive early. The person in charge of the event should introduce him/herself to the Building/Facility Manager to go over any last minute changes to the plan.
- Double check the rider to make sure everything is set for the Artist's arrival.
- Confirm transportation arrangements/arrival for Artist (If necessary).
- Have volunteers on site at an appropriate time prior to the event to go over logistics of the event with the facility managers.
- DON'T FORGET ABOUT PARKING!** If the Artist is driving to campus, they will need a place to park. In some cases you will have to contact Campus Police to make arrangements.
- The person in charge of the event should greet Artist.
- Remember, there is a guest policy in place at the university. Unless otherwise directed by the Large Events Committee, be sure to have someone at the entrance of your event with the **Event Guest Sign-In Sheets**.

- Start your event only after everything is set and Artist is ready to start. Be sure to start on time as not to penalize those who came on time.
- Enjoy the event! But be prepared for any situation by remaining actively involved with the program (don't go away with friends and ignore your role in the event).

#### Immediately after the event

- Thank the Artist for performing. Review the previously agreed upon payment process with Artist (if necessary).
- CLEAN UP. The rule is "be sure to leave the space the way you found it."

#### Within Three Days after the Event

- Take care of paperwork to pay vendors, facilities and Artist. They are going to want their MONEY! Be sure to submit a **Payment Authorization Form or Payment Voucher** for each vendor or entertainer to the Center for Student Involvement as soon as possible after the event.
- Evaluate the event. Did you meet your expected turnout? Decide what, if anything, could have been done differently. Keep SWOT (Strengths/Weaknesses/Opportunities/Threats) in mind when evaluating the program. Keep notes on file for future reference.
- Recognize the volunteers! Send a quick thank you to all that helped with the program and/or recognize them publically in a meeting...you'd be surprised by the response!
- Send thank you notes to any special speakers.