# Event Planning

Easy guide to planning your event

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# Get Started Planning Your Event!

- What is the vision and purpose behind the event?
- What are some ways you can accomplish your goal?
- When is the best time to hold this event?
- How many people do you want to have attend?
- Where can you accommodate the number of people at the time you want to hold the event?

# Getting Started

- How much money will the event cost?
- How much money is available, and from where will it come?
- Are there sponsors/clubs that you can approach right away?
- Develop your event budget with estimates to begin
- Do you need to set up a budget amendment meeting with SGA?

# Keep in Mind

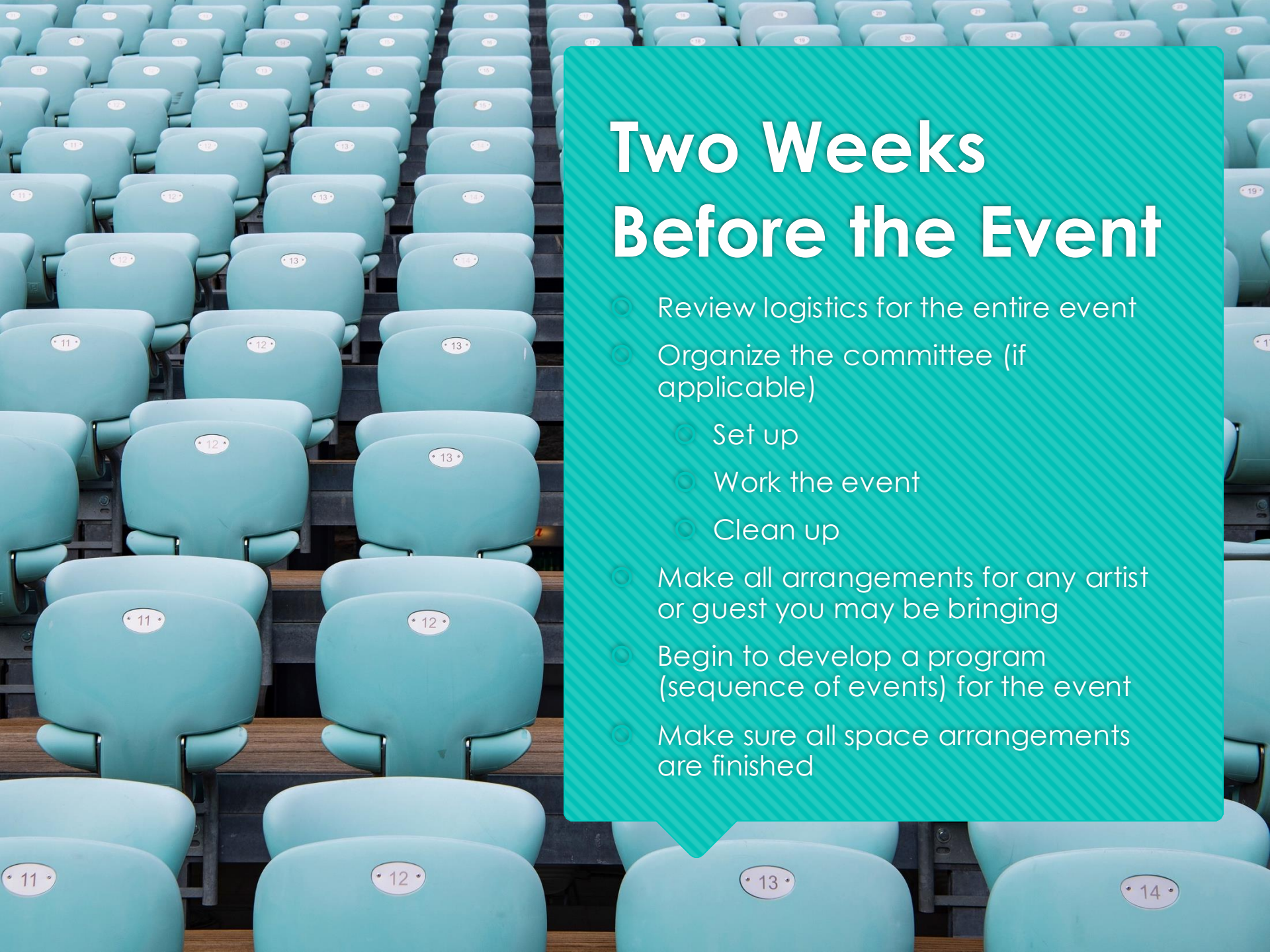
- Special events are time consuming and require many dedicated volunteers.
- Volunteers may need to devote a great deal of time -- over a period of months -- to plan and carry out a successful event.
- Special events can also be expensive, especially if you don't have the support of sponsors/clubs.

# Eight Weeks Before the Event

- Determine the estimated budget for the event
- Outline details of the event, such as its theme and type (lecture, dance, meeting, etc.)
- Pick a tentative date for the event
- Reserve tentative space and discuss needs for the event
- Contact prospective speakers, performers, etc.
- Develop deadlines, tasks and checklists to assist in your program plans

# Four Weeks Before The Event

- Confirm the date for the event
- Make sure any food/catering forms are in or are in the process of being done
- Make sure you have a space in mind



# Two Weeks Before the Event

- Review logistics for the entire event
- Organize the committee (if applicable)
  - Set up
  - Work the event
  - Clean up
- Make all arrangements for any artist or guest you may be bringing
- Begin to develop a program (sequence of events) for the event
- Make sure all space arrangements are finished

# One Week Before the Event

- Last chance for changes for things such as food, space reservation, etc.
- Follow up on any loose ends
- Make sure to finalize the program for the event

# Day of the Event

- Arrive early
- If room isn't set up as you'd like, find the ECM desk worker
- Go over logistics with the volunteers
- Greet any guests
- Start your event only after everything is set
- Enjoy the event!
- CLEAN UP

# Event Passes

- Checking people in with their event pass is a great way to track attendance

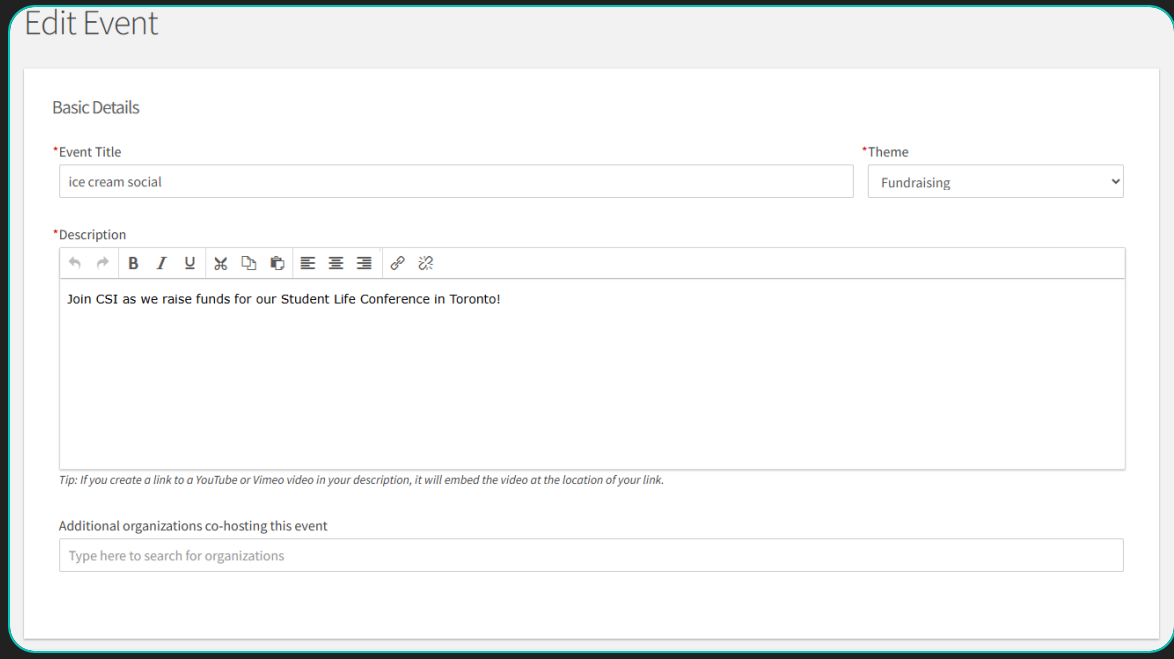
# How to check students in

# Post Event

- The best way to start evaluating your event is to reflect on your original goals
  - Was it well attended?
  - Did the campus get involved? Be sure to include an evaluation step -- such as a survey for attendees or exhibitors to complete at the end of the event -- in your overall plan.
- What can be done better to reach your goals, to involve more people in your event, and to spread your marketing to a wider audience?
- Take a few minutes and write two lists:
  - what the group should continue to do when planning its next special event (and why);
  - and what it should change (and how)

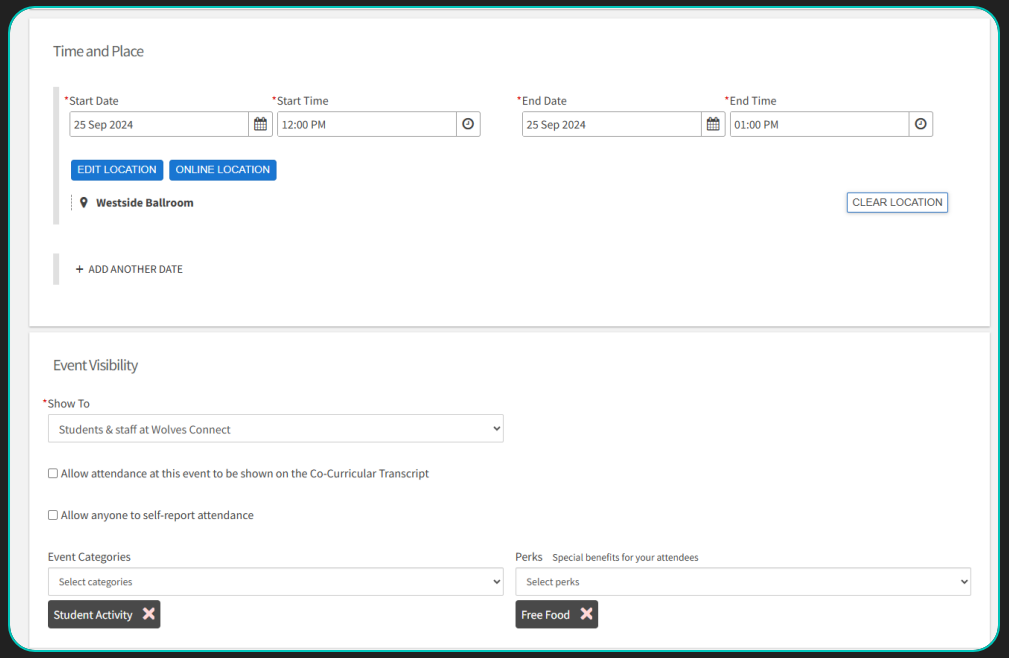
# Making an event on Wolves Connect

- The first step is to create a title and description for your event. Try and be brief but also eye catching!



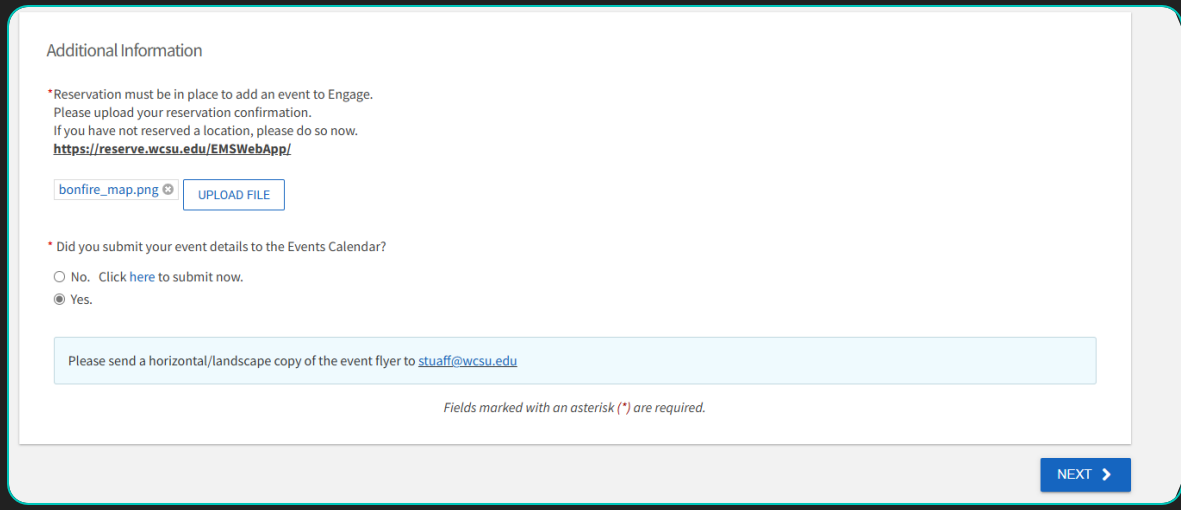
# Time and Place

- Next, you will put the day, time, and location of the event. I recommend not using the map feature and just including the location name.
- Also include who you would like to be able to attend this event. Be sure to also include what kind of event



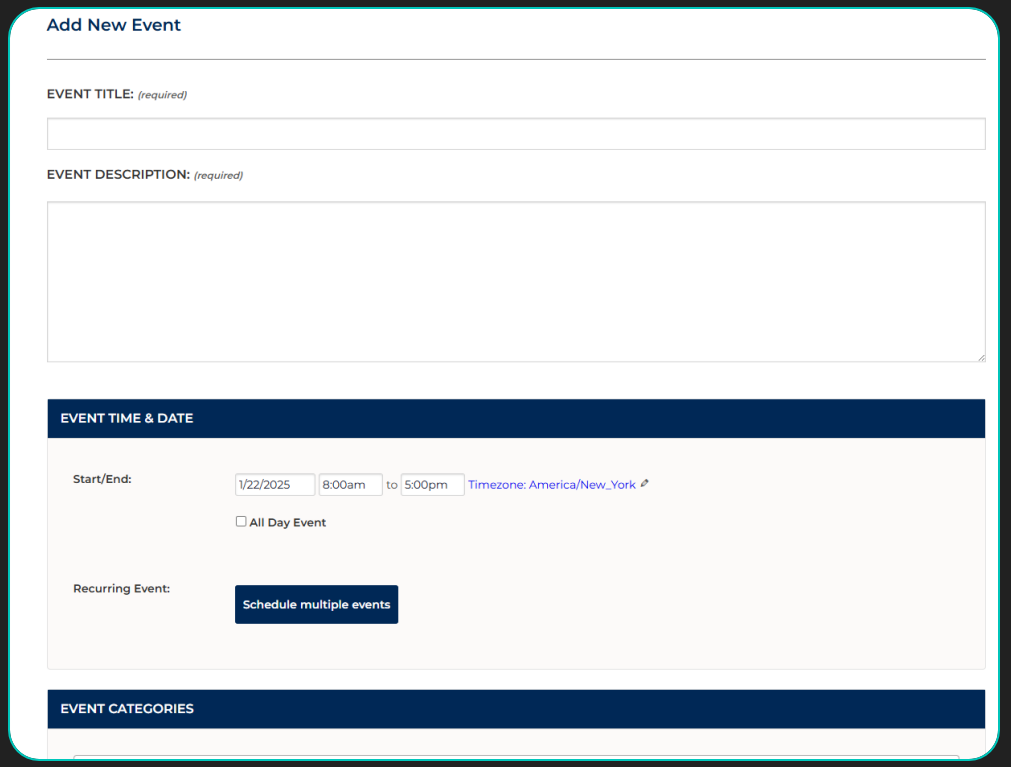
# Reserving a space

- Next, you will submit your space reservation. You should have received an email from ECM after reserving your space that it is confirmed to be available. Submit this screenshot.



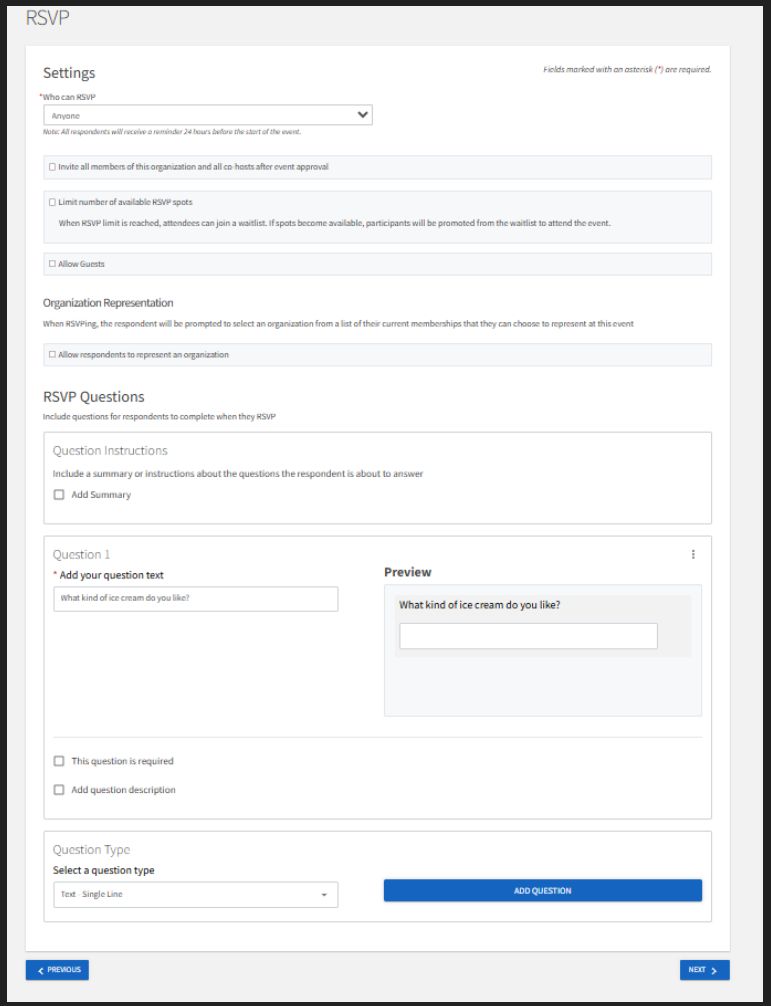
# Submitting to the event calendar

- You will see a hyperlink to submit your event to the event calendar. Click "Submit an event" on the top of the page and populate the fields with your event information.



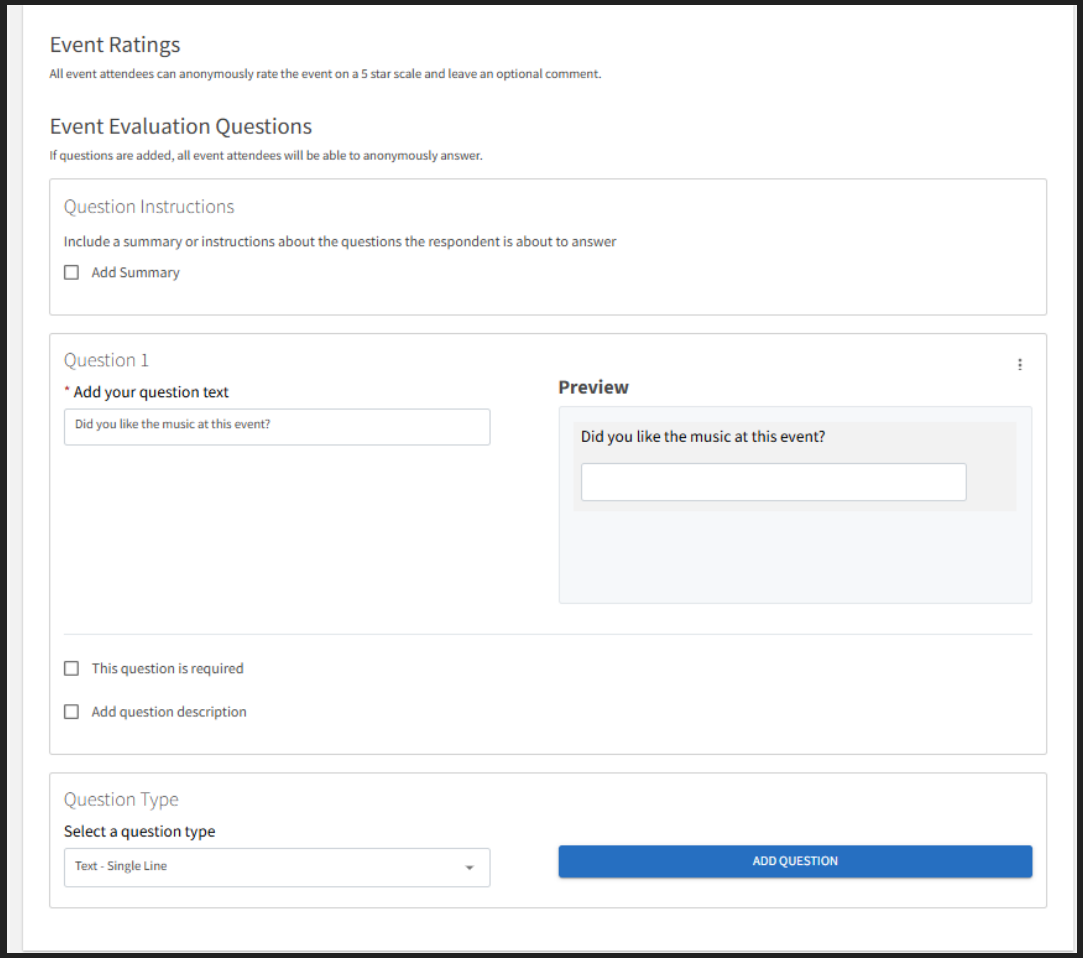
# RSVP and Questions

- If you would like people to RSVP to your event you can choose to let them do so. You can also ask questions when they RSVP.



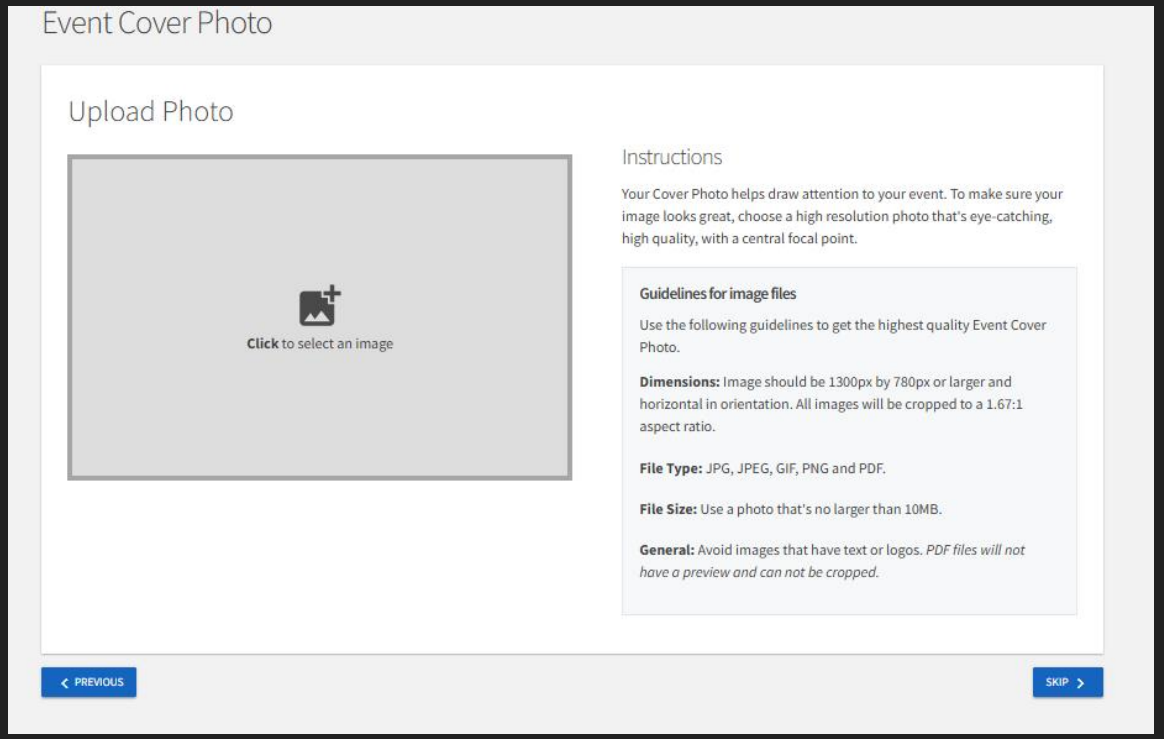
# Post-event feedback

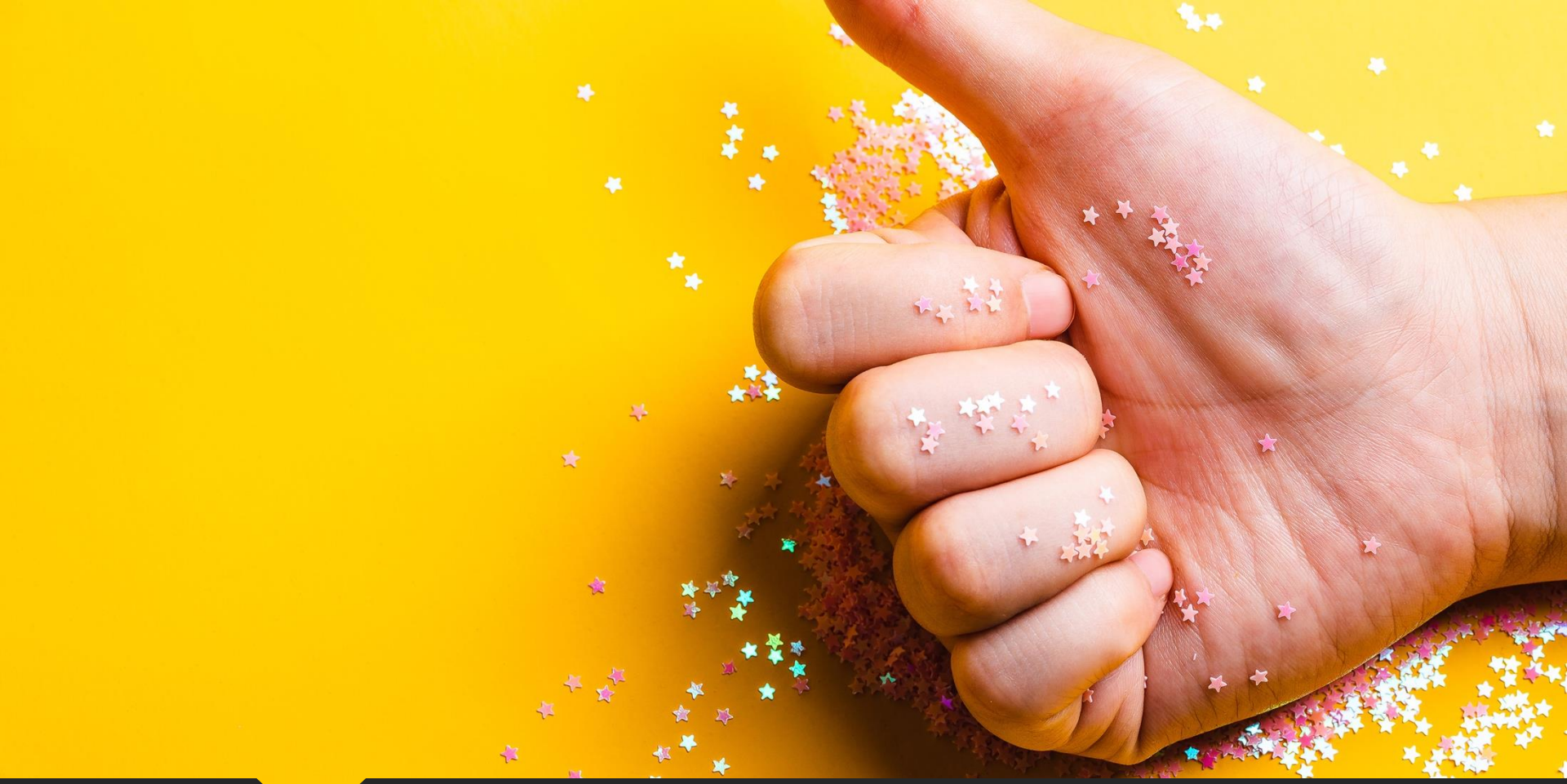
- Post event feedback can be a great way to know what was good and what can be improved upon with an event
- All attendees who signed in with their event pass can get sent an email to give feedback on your event



# Event flyer

- If you have a flyer for your event be sure to attach it! Also be sure to follow the photo guidelines for size on the side
- After this, submit and it will be sent to Evan Walker for approval
- If you have any questions, email walkere@wcsu.edu





# Good Luck

And remember to have fun along the way!