# Event Planning

Easy guide to planning your event

# Table of Contents

# 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



**How to Check-In Guests at Events**

1. Download & Sign-in into "Campus Labs Event Check-In" App
2. Enter your Event Code
   a. Log into Engage
      i. Go to your Club Events
      ii. Select event to check in
      iii. Click on "Manage Event"
      iv. Under Event Attendance obtain "Access Code"
3. Enter "Access Code" into app as "Event Code"
4. You are ready to scan individual student's event pass

**NO EVENT PASS**
   Add student manually by clicking "No Pass" in the app
**GUEST NOT FOUND**
   Add student by clicking "Add Guest" & enter their WCSU email

# 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.

Additional Information

*Reservation must be in place to add an event to Engage.
Please upload your reservation confirmation.
If you have not reserved a location, please do so now.
**https://reserve.wcsu.edu/EMSWebApp/**

bonfire_map.png ⊗    UPLOAD FILE

* Did you submit your event details to the Events Calendar?
○ No.  Click here to submit now.
◉ Yes.

Please send a horizontal/landscape copy of the event flyer to stuaff@wcsu.edu

*Fields marked with an asterisk (*) are required.*

NEXT ❯

# 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 Ratings
All event attendees can anonymously rate the event on a 5 star scale and leave an optional comment.

### Event Evaluation Questions
If questions are added, all event attendees will be able to anonymously answer.

**Question Instructions**

Include a summary or instructions about the questions the respondent is about to answer

☐ Add Summary

**Question 1**

\* Add your question text

Did you like the music at this event?

**Preview**

Did you like the music at this event?

☐ This question is required

☐ Add question description

**Question Type**

Select a question type

Text - Single Line ▾

ADD QUESTION

# 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!