

# EVENT PLANNING

PLANNING AN EVENT IN 10 SIMPLE STEPS

# STEP 1: ESTABLISH A PURPOSE



- What is the need we are trying to meet?
- Who is our audience?
- Why should people come?
- **Keep in mind:** The purpose of the event is the most important part and the heart of why you are doing what you are doing!

# STEP 2: BRAINSTORM IDEAS



- **Step one:**

1. Set a time limit.
2. Write everything down.
3. There are no bad ideas, so get as many ideas down as you can!

- **Step two:**

1. Think realistically and logistically.
2. Narrow down your ideas.
3. Consider voting on top ideas or figure out how to combine ideas into a single event.

# STEP 3: THINK ABOUT EVENT DETAILS



## □ **Name of Event:**

- Think creatively! Stand out with a unique name and generate interest for your event.

## □ **Date and time:**

- Before planning events, review the [Student Organizations Event Calendar](#) to see what other club events are scheduled to take place that day. By doing so, you can avoid over-programming and maximize attendance and the success of your events.
- Make sure to take into account potential class schedules, midterms, and finals.
- Make sure you have enough people to staff your event.

# STEP 4: RESERVE THE EVENT SPACE

- In order to submit an EVR, complete the [Student Org Event Planner Training Quiz](#) with at least an 80%
- How does this fit into the mission of USD?
- Location:**
  - On campus or off campus?
  - Do you have a back up? (In case of the space being reserved or rain?)
  - How do you need the space to be set up?
  - Is the room capacity big enough for your expected audience?

**\*Important:** an EVR must be filled out 3 weeks in advance of an event in order to request ASBC funding for that event

# STEP 5: CONSIDER COLLABORATION



**Avoid competing and come together  
to make bigger and better events!**

Who should you partner with?

- ❑ On campus departments
- ❑ Other student organizations
- ❑ Outside vendors
- ❑ Associated Student Government
- ❑ Torero Program Board
- ❑ Residential Life

**Think about the benefits and difficulties of partnering!**

# STEP 6: THINK ABOUT BUDGET

- ASBC Funding Request – Submit as early as possible!
- Do you have any sources of backup funding?
- Think about all the possible costs and try to anticipate any expenses.
- Consider what resources, materials, or supplies that are already available to avoid double purchases
- Have you filled out all of the paperwork necessary for your event? **Incomplete paperwork can prevent you from accessing your funds.**

# STEP 7: SUPPLIES



- What food and materials do you need?
  - Will food cost more than \$500?
    - If yes, follow link to the [USD Catering Website](#) for further instructions
- Will it be delivered or do you need to pick it up?
- Who is in charge of purchasing and bringing what?
- How will the supplies be purchased?
  - Are you planning to be reimbursed and pay yourself?
  - Will you use the ASG Credit Card?



# STEP 8: CREATE A MARKETING PLAN



## **Creative Zone:**

- Graphic Designers + Graphic Design Process
- Poster making, A Frames, Printing services, etc.

## **Online:**

- Have you submitted a **MyPostings** and tagged **Torero Life**?
- Student Org Newsletter, Blue Buzz, Residential Life, SLP Display Monitors, Marquee
- Organization or ToreroLife Social Media Accounts
  - Work in conjunction with Creative Zone staff

# STEP 9: EXECUTING YOUR EVENT



- Make a production schedule to make sure your entire event is staffed. Having a blueprint of the event can help prevent confusion during the event.
- Do members staffing your events have defined roles? Are there enough for setting the event up? Tearing the event down? Make sure responsibilities are evenly distributed and clearly stated to avoid any confusion.
- Have a primary event contact everyone can go to in case of confusion.

# STEP 10: POST-EVENT FOLLOW UP

## □ **Evaluation:**

1. What went well? What aspects of the event should be kept/maintained?
2. What can be improved? How can things be changed to make the event run smoother next time?
3. What advice would those running the event this time give to the next person responsible for putting the event on.
4. Make sure to fill out any final required paperwork.
5. Document and save all planning material so the next event can go more smoothly and be even better.

Don't forget to say ***thank you*** to anybody who helped!

# WANT HELP PLANNING YOUR EVENT?

- ❑ **Come to our Student Org Events Panel**
  - Meet with Campus Partners (Parking Services, Risk Management, Creative Zone, Catering, Scheduling, Student Activities and Involvement) to ask questions, have forms signed, and more
  - When: Wednesdays 2PM-3PM
  - Location: In front of Tu Mercado
  
- ❑ If you have any questions regarding the material in this slideshow, please contact the Involvement Consultants:

## **Involvement Consultant Desk – SLP 308**

- ❑ **IC Desk Hours** – Mon-Thurs: 9AM-7PM, Fri: 9AM-5PM
- ❑ **Phone** – 619-260-4802 or x4802
- ❑ **Email** – [usdinvolvement@gmail.com](mailto:usdinvolvement@gmail.com)