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University

EVENT PLANNING WORKSHOP

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Ideas

Assess need or needs for particular program.

- Purpose – Who is the target audience?
- Time – Is there enough time to plan and advertise properly?
- Who – Who will be involved putting on the event?
(Co-sponsors, committees, etc.)

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Logistics

Address the where, when and amount of the program.

Facilities- Is there a room available that will accommodate the program? If event is planned for outdoors, is there a rainsite available? (Reserve rooms through the Scheduling Office for the Student Union and Rendezvous.) Has the Event Registration Form been completed?

Bengal Dining- Will food/beverages be available? Is the kitchen available? (Kitchen request Forms must be filled out to reserve the kitchen.)

Committee- Has a planning committee been formed? (Delegate and make assignments. People will support what they own.)

Budget- Is there a budget for the program? (Get co-sponsors or do a fundraiser for the program.) What items to cover when budgeting? (Contract fee, food, security, travel, promotion, production, etc.)

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- **Contract**- Has the contract been signed with performer? (Contract template can be obtained from the Student Leadership & Engagement Center.) Have the contract rider details been addressed? Are tickets going to be sold ahead of time? Have technical requirements been addressed? (Sound system can be scheduled with the Scheduling Office.) Has a cash box been reserved? (Cash box can be reserved in the Student Leadership & Engagement Center.)
- **Do not sign a contract for a venue or performer. All contracts must be completed through the Student Leadership & Engagement Center.**
- **Event**- Have ushers been assigned? Has a clean-up committee been formed? (Designate runners for last minute details.) Has dressing room been arranged? (Dressing room can be scheduled with the Scheduling Office.) Is Campus Security needed?

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Promotion

Plan Ahead – What are some publicity avenues?

- Posters/Flyers
- Banners
- Website
- Social Media-Facebook, Instagram, Twitter
- Table Tents
- Newspaper-Bengal & Idaho State Journal
- Radio –KISU
- TV
- Invitation Cards
- Tables in Building Lobbies
- Word of Mouth
- Chalking the Classroom Chalk Boards
- Door Hangers
- Chalk Sidewalks
- Giveaways
- Sandwich Boards
- Buttons
- Walking Billboards
- Balloons
- Talk to Professors
- Student Activities Calendar
- T-Shirts
- Dress up in costumes
- Laundry Rooms
- Flags
- Email lists
- Contests
- Tree Huggers

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Follow-Up

The Special Touches

- **Hospitality**- Have hospitality arrangements been made for the performer? (Create a Standard Operating Procedure for performers.)
- **Thank you**- Were thank you cards sent out to those who helped with the program? (Send thank you cards or emails to committee members, performers, speakers and maintenance staff.)
- **Evaluations**- Were evaluations completed? (Evaluations can be collected from the people who attended the program, committee members and those who participated.)
- **Congratulate**- Celebrate those involved creatively with a party, gift, etc.

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- Any Questions?

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