

# Event Planning 101

## ESSENTIAL PLANNING ELEMENTS:



VISUALIZATION



COORDINATION



EXECUTION



REFLECTION

## Planning Steps



### IDENTIFY YOUR GOALS & VISION

The first step is to clarify the purpose of your event and your vision. You can narrow down specific details later.



### ESTIMATE YOUR BUDGET

Whatever type of event you're planning will likely have a limited budget. Use that figure to break down expenses.



### FINALIZE DATE, TIME & LOCATION

By nailing down when and where you want to host your event, you can make sure your preferred venue is available



### OUTLINE A PLAN

Using your budget and venue as your guide, sketch out the lay out of your space for the day of your event.



### IDENTIFY YOUR NEEDS

Will you need to go to a specific store? Do you already own something that could be used?



### PROMOTE YOUR EVENT

Consider how you will promote your event. Whatever strategies you decide on, DON'T LEAVE IT TO THE LAST MIINUTE



### FINALIZE DETAILS

Be sure to check in with vendors, confirm set-up plans and timelines, test any equipment being used, and prepare your final itinerary.



### RISK MANAGEMENT

Your plan begins by identifying any potential risks. This will help you overcome any obstacles on event day.



### DAY OF YOUR EVENT

Share a run of show with your members including a start to finish schedule with everyone's task descriptions. Work as a team and be adaptable.



### REFLECTION

Unpacking your event with others is a great way to figure out what worked, didn't work, and what need adjusting the next time around.

# Event Planning Checklist

NAME OF EVENT: \_\_\_\_\_

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

EVENT PURPOSE: \_\_\_\_\_



## BRAINSTORMING:

- Will the event logistically work?
- How many people do you need to make the event happen?
- Does the event serve a need previously not met on campus?
- Do we have the resources to make it happen?

## SCHEDULING:

- Reserve a room
  - Reserve a room through Mazevo.
  - What size room do you need?
  - What kind of tech do you need?
  - What outside resources will you need to bring into the space?
- Have a couple of back up dates in mind
- Update your collaborators (if applicable) to confirm the date and location
- Schedule a meeting to go over your tech and equipment needs
- Ensure the layout of the room is properly set up for your needs
- Connect with Student Involvement to ensure all safety and risk management components are accounted for

## APPROVED ADVERTISING:

- Posters
- Flyers
- Social Media
- Other forms of marketing

## WEEK PRIOR:

- Confirm all your reservations
- Visit Student Involvement to approve any posters you plan on posting
- Call all vendors to ensure arrangements and needs are secured
- Send out staffing sheet to your members if additional help is needed during your event

## FORMS & LICENSING:

- Food handlers license (if applicable)
- Temporary food establishment form (if applicable)

## BUDGETING & FUNDING

- Ensure that you have the funds available in your budget to host an event
- Secure org funding (if needed) by visiting Student Involvement