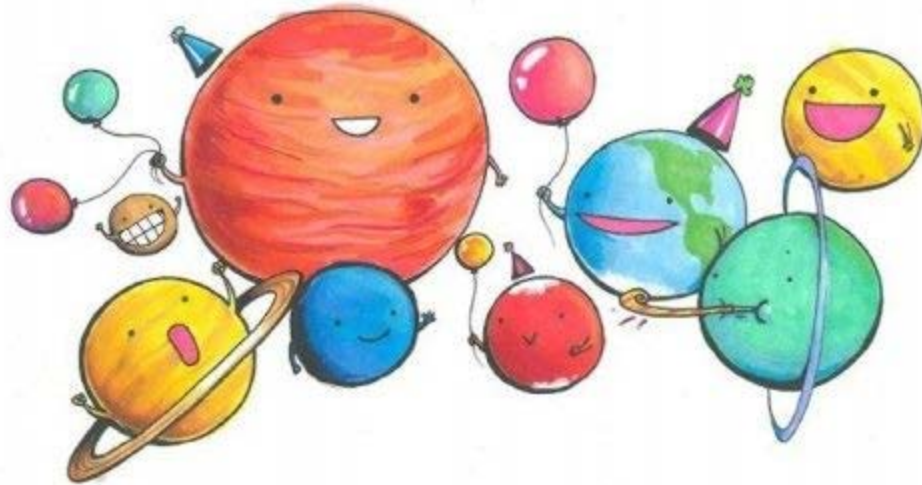


**EVENT
PLANNING
TIPS**

Develop Goals and Objectives

- ▣ Establishing goals and objectives for your event/meeting can be made easy by asking yourself/group the following questions: (Note: These should be measurable)
- ▣ What is the purpose of this event/meeting?
- ▣ What type of event/meeting will this be?
- ▣ What are the desired outcomes of this event/meeting?
- ▣ Who is the intended audience?
- ▣ What value does this event/meeting bring to the overall RSU community?
- ▣ Make a checklist covering all details of your event/meeting.

HOW DO YOU ORGANIZE
A SPACE PARTY ?



YOU PLANET.



MD

Establish A Budget

- ▣ Establishing a budget early on provides a solid foundation for any event or meeting. Consider the following with establishing your event/meeting budget:
- ▣ Facility rental costs (ballroom, CC B & C)
- ▣ Equipment rentals (chairs, tables, audio visual needs, etc.)
- ▣ Entertainment
- ▣ Travel and accommodations
- ▣ Design and Printing for Promotional materials
- ▣ Décor
- ▣ Catering
- ▣ Security

"A budget
is telling your money
where to go
instead of wondering
where it went."

Dave Ramsey

Select a Date, Time, and Location

- ▣ Plan your event as far in advance as possible.
- ▣ Select at least two dates, one preferred and one alternate date.
- ▣ Select a time that will work best for your intended audience.
- ▣ Select a location and connect with RSU Student Affairs to confirm availability.
- ▣ Be sure to consider the following when selecting a location:
 - ▣ How many people will be in attendance?
 - ▣ What type of space will you need?
 - ▣ Rain location
 - ▣ Will you have any equipment requirements?
 - ▣ Chairs
 - ▣ Tables
 - ▣ Audio visual
 - ▣ Other

Develop a Marketing Plan

- Informing your intended audience of your event/meeting is one of the most important elements of planning. Be sure to consider the following:
 - What is your primary message?
 - What format will you use to inform the intended audience of your event/meeting?
- Power Point
- Email
- Flyer/Poster
- Social Media
- Other



Develop an Event Agenda

- ▣ Planning how your event/meeting will run prior to the event is the best way to ensure success. Be sure to plan the following:
 - ▣ Select a point person for the day of the event/meeting.
 - ▣ If there will be a team of people helping with the event, make sure everyone knows what their role is and the expectations for the event/meeting. Share this information with the team a minimum of three days prior to the event.
 - ▣ Have someone other than the point person assigned as to trouble shooting. If things don't go as planned. This person is the go-to for answers.
 - ▣ Create a timeline for the order of tasks/activities during event/meeting.

Who to Contact

- ▣ Physical plant for anything outside on campus
- ▣ Any administrative assistant for all buildings
- ▣ Sodexo for Centennial Center or anything with food
- ▣ Brandi for all fundraisers except bake sales
- ▣ Robert Gibs for the nature reserve



Last minute Details

- ❑ Tie-up any last minute details and loose ends at least one week prior to your event/meeting date.
- ❑ Double check, triple check, and look over your checklist one more time to ensure no detail has been overlooked. Check it one more time for good measures.
- ❑ If you have a guest speaker try to have diversity in who you have speak



Evaluate

- ▣ Evaluate how your event/meeting went. Ask your organization the following questions:
- ▣ Did this event/meeting meet the set goals and objectives?
- ▣ What went well?
- ▣ What didn't go well?
- ▣ What will be changed for the next event/meeting?

Questions

- ▣ What do you do first?
- ▣ What is the budget?
- ▣ Where and When?
- ▣ What is our marketing plan?
- ▣ What is the agenda?
- ▣ What are loose ends?
- ▣ What is the last thing you need to do?

Forms

- ▣ Event
- ▣ PO
- ▣ Travel

