EVENT PLANNING TIPS
Establishing goals and objectives for your event/meeting can be made easy by asking yourself/group the following questions:

- 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.
Establish A Budget

• Establishing a budget early on provides a solid foundation for any event or meeting
• Will you need funds from SGA or your own organization?
• 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
"A budget is telling your money where to go instead of wondering where it went."

Dave Ramsey
Forms

- Event
- PO
- Travel
- Rsu.edu/sga under forms and documents
<table>
<thead>
<tr>
<th>Personal Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club/Organization:</td>
</tr>
<tr>
<td>Contact Full Name:</td>
</tr>
<tr>
<td>Contact Email:</td>
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<tr>
<td>Contact Phone:</td>
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<tr>
<td>Advisor Name:</td>
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<td>Advisor Email:</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Event Information</th>
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</thead>
<tbody>
<tr>
<td>Event Name:</td>
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<tr>
<td>Event Date:</td>
</tr>
<tr>
<td>Event Time:</td>
</tr>
<tr>
<td>Estimated Attendance:</td>
</tr>
<tr>
<td>Event Location:</td>
</tr>
<tr>
<td>Have you reserved this space with the appropriate people? -- Please Select --</td>
</tr>
</tbody>
</table>
Event Form Cont’d

Describe the event (please be thorough):

In what way does this event serve your student organization?

In what way does this event serve the RSU or Claremore community?

Marketing Information

Is this event open to all students?  
Do you plan to chalk for this event?  
Please attach an electronic copy of the flyer (if applicable):  
Choose File  No file chosen
Event Form Cont’d

Marketing Information

Is this event open to all students? -- Please Select --
Do you plan to chalk for this event? -- Please Select --
Please attach an electronic copy of the flyer (if applicable):
Choose File

Funding Information

Do you need SGA funds? -- Please Select --
Do you need your student organization funds? -- Please Select --
What will you be purchasing, if anything?

Item 1
Item Description:
Vendor Name:
Purchase Order/Pcard:
Vendor Address:
Number of Items:
Cost per Item:

Item 2
Item Description:
Vendor Name:
Purchase Order/Pcard:
Vendor Address:
Number of Items:
Cost per Item:
How do you organize a space party?

You Planet.
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
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 or if you need tables, tents, or chairs outside
• Any administrative assistant for all buildings
• Daniel Wells/Susan Hammons, Sodexo for DCTC or anything with food
• Robert Gibs for the nature reserve
• Andrew Nichols for sound equipment
• Kyla in the Clubhouse for anything to do with dorms or spaces around the dorms
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 measure.
- 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?
  - You can use the Event Follow-up form on rsu.edu/sga
Review

• 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?