

Event Planning 101

*Campus Life & Event Services
Southeast Missouri State University*

*University Center 414
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Timing

First, decide how big your program will be (group, large, or campus-wide). Then, step through the planning phases in the appropriate column. Each phase corresponds to decisions and actions on the [Program Planning Worksheet](#) that follows. For example, for a \$7,000 program, you'll probably need to start your long-range planning three months in advance.

PLANNING

PHASES



SCOPE

	Campus Wide Event ($\$5,000+$ or 300+ people)	Large Event (up to $\$5,000$ or 300 people)	Group Program (up to $\$1,000$ or 100 people)
1. Begin Long-Range	3 months before	2 months before	1 month before
2. Mid-Range	2 months before	1 month before	2 weeks before
3. Short-Range	1 week before event	Week of the event	2 days before
4. Afterwards Wrap-up	Within 1 week	Within 2 days	Next day

Funding & Budgeting

Some resources to consider:

	ELIGIBILITY	AMOUNT	RESTRICTIONS	NOTES
Student Government (SG)	Any registered student organization	Up to 10% of the SG budget (per available funds)	Must be open to entire student body. All promo materials must recognize SG sponsorship.	Process begins by contacting SG Treasurer .
D.I.C.E. (Dollars for Innovative Campus Events)	Any registered student organization or individual student	Up to \$750 per event or \$350 per DJ	Event must occur Thursday – Sunday after 5 pm. Must include logo on promo materials.	Must complete request form & evaluation form (UC 414).
Other Resources	University organizations (i.e., Residence Hall Association, Hall Councils) and other offices (i.e., VP's and Deans) may have funds available for programs that advance the University mission.			

Note: This chart is provided for information purposes only. The organizations set their own policies and application/request processes.

For more detailed information about funding and budgeting, see the *Funding & Finances* section of the [Student Organization Handbook](#).

Locations/Venues

Choose among the many on-campus venues for your event:

To Reserve, call University Scheduling at 573.651.2280.	
UC Ballroom A&B	Up to 500
UC Lobby	200+
UC Meeting Rooms	Varies
UC Skylight Terrace	200
UC South Dining	200
Academic Terraces	1,000+
Academic Auditorium	1,200
Dempster Hall Glenn Auditorium, rm 105	400
Dempster Hall Atrium	120
Crisp Hall Auditorium, rm 105	100
Johnson Hall Auditorium, rm 200	100
Other Classrooms	Varies

To Reserve, call Recreation Services at 573.651.2105.	
Student Recreation Center	Up to 5,000
Intramural Fields, Tennis Courts, Parker Field, Brandt Field, & Sand Volleyball Courts	Varies
Low Ropes Course	Varies
To Reserve, call the Show Me Center at 573.651.2297.	
Show Me Center Arena	400-7,000
Meeting Rooms	10-300
Concourse	200

Note: The capacities listed are estimates that vary according to the set up. There may be costs associated with some of the locations.

Event Planning Worksheet

Post for your organization and fill it in as you go:

ORGANIZATION(S): _____ EVENT: _____ DATE: _____ TIME: _____

<i>DECISIONS</i>	<i>ACTIONS</i>	<i>WHO</i>	<i>DEADLINES</i>	<i>DONE?</i>
LONG-RANGE				
NEEDS ASSESSMENT: <ul style="list-style-type: none"> <input type="checkbox"/> What type of program would our constituents enjoy? <input type="checkbox"/> How does this event balance with others? 				
RESEARCH: <ul style="list-style-type: none"> <input type="checkbox"/> What programs are other schools finding success with? <input type="checkbox"/> Check out performers' videos & websites. <input type="checkbox"/> Will the performer be in our area anyway? 				
BUDGET: <ul style="list-style-type: none"> <input type="checkbox"/> Consider co-sponsoring. Save money & increase attendance! <input type="checkbox"/> Don't forget hidden costs like hotel, food, stage rental, lighting, sound, etc. <input type="checkbox"/> Consider funding sources. Remember deadlines! <input type="checkbox"/> Door-charge? Discount for students? 				
PICKING A DATE: Give yourself enough time! <ul style="list-style-type: none"> <input type="checkbox"/> Check the Campus Life & University calendars (Portal, SE Link, & Southeast website). <input type="checkbox"/> Check the facility availability (Event Services & Scheduling, Recreation Services, & Show Me Center) <input type="checkbox"/> Consider what is happening in Cape Girardeau at the time. <input type="checkbox"/> Common Hour? 				
LOCATION: <ul style="list-style-type: none"> <input type="checkbox"/> Consider projected attendance based on other similar programs. <input type="checkbox"/> Think about atmosphere and decorations. <input type="checkbox"/> Do you need dressing rooms? <input type="checkbox"/> Are sound and lights built in, or will you need to rent? 				
CALLING AN AGENT/CONTRACTING: <ul style="list-style-type: none"> <input type="checkbox"/> If you need to book outside performers, speakers, etc., contact the Campus Life office (573.651.2280) for help in calling the proper agency, negotiation, and contracting. 				

Event Planning Worksheet, cont.

<i>DECISIONS</i>	<i>ACTIONS</i>	<i>WHO</i>	<i>DEADLINES</i>	<i>DONE?</i>
MID-RANGE				
LOGISTICS: <ul style="list-style-type: none"> <input type="checkbox"/> Do the paperwork for campus regulations (i.e., Evening Social function, Catering Exemption). <input type="checkbox"/> Meet with the facility manager. Diagram the room setup. Discuss setup/tear down. Use volunteers to cut costs. <input type="checkbox"/> Assign a volunteer to be the stage manager for the day of the event (if needed). <input type="checkbox"/> Transportation - Airline? Car rental? Student volunteers? <input type="checkbox"/> Begin to draft a minute-by-minute schedule for the day. 				
HOSPITALITY: <ul style="list-style-type: none"> <input type="checkbox"/> Make hotel reservations (if needed). <input type="checkbox"/> Arrange for catering with Chartwells (573.651.2511). <input type="checkbox"/> Arrange for special requests/riders (dressing room, juice, water, etc.) 				
PROMOTION: <ul style="list-style-type: none"> <input type="checkbox"/> Did you post a Facebook event? <input type="checkbox"/> Door prizes, T-shirts, special "sneak preview" events? Be creative! <input type="checkbox"/> Don't forget to give your sponsors credit! 				
VOLUNTEERS: <ul style="list-style-type: none"> <input type="checkbox"/> Assign a volunteer coordinator and recruit reliable help. <input type="checkbox"/> Hold a pre-event meeting to set expectations, schedules, etc. 				
SPECIAL ARRANGEMENTS: <ul style="list-style-type: none"> <input type="checkbox"/> Security - Student volunteers? DPS (573.651.2215)? <input type="checkbox"/> Do you need to reserve special parking (573.651.2215)? <input type="checkbox"/> Don't forget your VIP's (sponsors, administrators, etc.). <input type="checkbox"/> Do you need an emcee? Write a script. 				

Event Planning Worksheet, cont.

<i>DECISIONS</i>	<i>ACTIONS</i>	<i>WHO</i>	<i>DEADLINES</i>	<i>DONE?</i>
SHORT-RANGE				
ADVANCING CALL/CONFIRMATION: <ul style="list-style-type: none"> <input type="checkbox"/> Finalize your schedule & share with the performer. <input type="checkbox"/> Give the names of the people they will meet upon arrival. <input type="checkbox"/> Ask about meal preferences. <input type="checkbox"/> Get biographical information for emcee's introduction. <input type="checkbox"/> Make final arrangements for payment. <input type="checkbox"/> Call to confirm the facility, hotel, transportation, catering, security, etc. <input type="checkbox"/> Finalize the event schedule with the planning group and the volunteers. 				
<i>DECISIONS</i>	<i>ACTIONS</i>	<i>WHO</i>	<i>DEADLINES</i>	<i>DONE?</i>
CASH BOX (if needed): <ul style="list-style-type: none"> <input type="checkbox"/> Get change and arrange for storage & security of money. 				
THE BIG DAY: <ul style="list-style-type: none"> <input type="checkbox"/> Start on time! Be professional. <input type="checkbox"/> Begin to collect data for your evaluation. Attendance? Reactions? <input type="checkbox"/> Have fun and enjoy the show! 				
<i>DECISIONS</i>	<i>ACTIONS</i>	<i>WHO</i>	<i>DEADLINES</i>	<i>DONE?</i>
AFTERWARDS				
FOLLOW UP: <ul style="list-style-type: none"> <input type="checkbox"/> Send thank you notes to performers, volunteers, sponsors, advisors, etc. <input type="checkbox"/> Deposit the money and process receipts. <input type="checkbox"/> File everything for future use. <input type="checkbox"/> Complete an Event Report. Evaluate the program. Save and report the data. <input type="checkbox"/> Begin to plan your next event. 				

Sample Event Report

This document is available for your use to help you evaluate the success of an event and plan for future events.

Event _____ Date/Time _____

Location _____

Coordinator(s) _____

Co-sponsors _____ Student Government _____ D.I.C.E. _____ Other: _____

Attendance _____ Total _____ Students _____ Faculty/Staff _____ Community Members

Cost _____ (attach budget)

Purpose of Program

Description of Event

SWOT Analysis

What are the strengths and weaknesses of the event? What are the opportunities you had and what were the threats to your success?

Strengths	Weaknesses
Opportunities	Threats

Sample Event Report, cont.

How does the program enhance the academic environment of Southeast Missouri State University?

Keep in mind: faculty involvement, intellectual peer dialogues, academic support services, academic wellness

How does this program enhance the general social environment of Southeast Missouri State University?

Keep in mind: community expectations, community development, peer to peer connections, etc.

How is this program inclusive of all members of Southeast Missouri State University?

Keep in mind: issues related to gender, religion, race/ethnicity, ability, class, and sexuality

How do you feel this event went? What would you do differently?

How did you utilize your co-sponsors in this event?

Would you recommend this event to next year's event coordinator? Why?

Additional comments

Adapted from ACPA Commission for Student Involvement. (2005). *Advisor Manual*. Retrieved June 20, 2009, from <http://www.myacpa.org/comm/student/documents/acpaadvisormanual.pdf>