

Southeast Missouri State University

Event Planning & Promotion

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Event Planning 101

Timing

First, decide how big your program will be (group, larger, 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 \$300 per DJ	Event must occur Thursday – Sunday after 5 pm. Must include logo on promo materials.	Must complete request form & evaluation form (UC 202).
Other Resources	University organizations (i.e., Residence Hall Association, Hall Councils, and Athletic Promotions Board) 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.

Prepare an event budget. The University of Nebraska-Lincoln provides a [sample](#).

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 x2282.	
UC Ballroom A&B	Up to 500
UC Lobby	200+
UC Meeting Rooms	Varies
UC Skylight Terrace	200
UC South Cafeteria	200
Academic Terraces	1,000+
Academic Auditorium	1,200
Dempster Hall Glenn Auditorium, rm 105	400
Dempster Hall Atrium	120
Crisp Hall Auditorium, rm 125	100
Johnson Hall Auditorium. rm 200	100
Other Classrooms	Varies
Towers 110	50
Towers 207	25
Towers Cafeteria (after 7 pm)	250

To Reserve, call Recreation Services at x2105.	
Student Recreation Center-North	Up to 5,000
Student Recreation Center-South	200
Intramural Fields, Tennis Courts, Parker Field, & Sand Volleyball Courts	Varies
Low Ropes Course	Varies
To Reserve, call the Show Me Center at x2297.	
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: <input type="checkbox"/> What type of program would our constituents enjoy? <input type="checkbox"/> How does this event balance with others?				
RESEARCH: <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: <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! <input type="checkbox"/> Check the Campus Life & University calendars (Portal & Southeast website). <input type="checkbox"/> Check the facility availability (Scheduling, Rec Services, & Show Me Center) <input type="checkbox"/> Consider what is happening in Cape Girardeau at the time. <input type="checkbox"/> Common Hour?				
LOCATION: <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: <input type="checkbox"/> If you need to book outside performers, speakers, etc., contact the Campus Life office (x2280) 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 functions). <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 (x2511). <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 (x2215)? <input type="checkbox"/> Do you need to reserve special parking (x2215)? <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: <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): <input type="checkbox"/> Get change, and arrange for storage & security of money.				
THE BIG DAY: <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: <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?

<p>Strengths</p>	<p>Weaknesses</p>
<p>Opportunities</p>	<p>Threats</p>

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/acpaadvisormannual.pdf>.

Promotion

Types of Marketing

To most successfully market your event, you should advertise, publicize, and promote! The more types of marketing you do, the more successful your campaign will be. Don't be afraid to think outside of the box. You want to grab the attention of your audience.

- "Brand" your event. Send a clear and consistent message. Does the event have a logo? Have organization members wear a t-shirt with event information. Use a consistent look for all of your flyers and handbills. When people see the same thing over and over again, they remember it better.
- Place an ad in the newspaper, on the radio, post to the Portal, distributing handbills.
- Have give-a-ways such as buttons, stickers, bookmarks, trinkets. Everyone loves a free gift!
- Tell everyone you know. In person, Facebook, Twitter, etc. Word-of-mouth goes a long way.

See [Advertising on Campus](#) for a list of how and where to promote an event and your organization.

Purposeful Marketing

When planning your marketing strategy, consider the following when creating your plan:

- Budget
- Audience
- Information to disseminate
- Resources
- Timeline

Publicity and Promotion Checklist

- Create a timeline
- Set a budget
- Select a target audience, i.e. students, faculty and staff, community
- Determine which promotional techniques to use, based on the audience and budget.
- Prepare the promotional materials
 1. Be creative and use a variety of methods
- Take advantage of all the freebies:
 1. [Campus Master Calendar](#) and the [Campus Life Event Calendar](#)
 2. E-mail, Facebook, Twitter
 3. Reserve a table in the University Center
 4. Chalk the sidewalks, chalk available in the Center for Student Involvement, University Center 204
- Follow through with the responsibilities, i.e. posting the flyers, painting the Physical Plant walls
- Generate enthusiasm within the organization
- Prepare a last minute blitz
- After the event, evaluate the marketing campaign and keep records

To view the "Good Advertising Checklist" about how to create print advertisement provided by Marketing and University Relations, please visit <http://www.semo.edu/urelations/publications/adchecklist.htm>.

Advertising on Campus

Please note the following most popular ways to advertise. Remember, be creative!

See [Publicity & Advertising Policies](#) for information about public expression, the graphics standards policy, use of the university's official name, university symbols, and websites.

The Arrow

As the campus newspaper, The Arrow accepts press releases and other correspondences pertaining to events and activities planned by student groups. Information should be typed, double spaced, and include the name and telephone number of a contact person. In addition, student organizations can purchase advertising space. Rates vary by size, color, type, and frequency. For more information, please contact <http://www.capahaarrow.com/>, 651-2540.

Banners

Banners can be hung on 4th floor University Center off the railing overlooking the 3rd floor and the Student Recreation Center. For more information, contact Event Services & Scheduling, University Center 413, MS 1200, unischeduling@semo.edu, 651-2282, <http://www4.semo.edu/uc/resform.asp>.

Cafeteria Table Tents

Table tents may be placed on cafeteria tables with permission from the food service manager. For more information, please contact Chartwells Dining Services, University Center 257, MS 1700, catering@semo.edu, 651-2511, <https://semo.catertrax.com/>.

Campus Life Event Calendar

The [Campus Life Event Calendar](#) is maintained by Campus Life & Event Services. The events can be viewed both web-based and through the Portal. The University portal may be used to advertise for events open to all students being hosted by recognized student organizations. To post an event, go to <http://www4.semo.edu/campuslife/portal.htm> and enter the date, time, location, and description of your event. **Note:** your event venue must be reserved and confirmed with [Event Services & Scheduling](#), University Center 413, 651-2282, before you submit an event. Events will not visible on the calendar immediately; your event may appear within 24 hours.

Campus Master Calendar

The [Campus Master Calendar](#) is maintained by University Relations and posted on the Southeast webpage. Events may be submitted through the [link](#) on the calendar or by calling University Relations, 651-5910.

Chalking

Student groups may use chalk to advertise their events around campus on horizontal, uncovered sidewalks. Students may NOT chalk on any vertical surfaces such as a wall or under covered areas such as overhangs. As a general rule, if the rain won't wash it off, don't chalk there.

Departmental Bulletin Boards

You must have permission from the managing department prior to posting on their board.

Direct Mail

Sending paper mail is permitted. Contact Residence Life for information about distribution within the residence halls, 651-2274 and Central Receiving for information about sending bulk mail on campus and for rates to off-campus students, 651-2953. When considering this method please keep in mind the high cost and environmental concerns.

Display Cases

The University Center 3rd floor display case and Kent Library display case may be reserved by registered student organizations for up to two consecutive weeks. To reserve this space, please contact Events Services & Scheduling, 651-2282. To reserve the display case in Kent Library please contact 651-2235.

Email

Email promotion is allowed, but Information Technology does not maintain a list serve feature. Develop your own through the student Portal, but only include voluntary subscribers. Remove anyone immediately upon their request.

Flyers

Please see [listing of Public Posting Boards](#) for information about where you may post flyers.

Enlarged Flyers/Posters

The Center for Student Involvement can enlarge any black and white flyers at no cost to registered student organizations; limit two per event. Available sizes include 23"x31" (standard poster-size), 20"x27", and 17"x22." Please visit the [Center for Student Involvement](#), University Center 204, for more information. The [Copy Center](#) is available for specialized printing orders, Parker Hall 105, 651-2531.

Handbills

Handbills (or anything else given by hand) may be distributed. Be careful to not obstruct traffic, both walking and vehicular, and refrain from harassing passersby. Non-university affiliated groups may only distribute within 10 feet of the public kiosks. Be sure to clean up before you leave. Your organization may be held accountable for handbills found littered around campus or in the community. We suggest contacting the administrative office in each building/area you intend to hand out materials prior to distributing.

Painting on Physical Plant Walls

Physical plant walls may be reserved on a monthly basis in Center for Student Involvement. Walls must be painted by the seventh day of the month unless otherwise arranged. Reservations will be accepted no earlier than two months prior to the month desired. For more information, please contact Dale Chronister, University Center 202, dchronister@semo.edu, 651-2280.

Radio Stations

KRCU 90.9 FM

KRCU is the National Public Radio (NPR) affiliate on campus. Student organizations may publicize their events on KRCU if the information is received at least two weeks in advance for either live or prerecorded announcements. For more information, please call 651-5070 or [visit their website](#).

RAGE 103.7

RAGE 103.7 is the campus radio station managed and operated by students. The station can be used as a resource for live remotes, publicizing events, or the live information programs. For more information, please contact the Station Manager, rage1037@semo.edu, 651-5123, or [visit their website](#).

Reserve a Table

Reserve a table in the University Center to distribute material and promote your event. To reserve this space, please contact [Event Services & Scheduling](#), University Center 413, 651-2282.

Southeast Newswire

Southeast Newswire is an e-mail publication of noteworthy events sent to the campus faculty and staff. For more information, please contact [Marketing & University Relations](#), 4th floor of the Wehking Alumni Center, MS 7300, 573-651-5910, or [visit their website](#).

Stickers

Stickers can be distributed to individuals, but should not be adhered to objects. Distributors will be charged for the costs of removal if stickers are found adhered to campus property. Be sure to always ask an individual if he or she would like and sticker before handing it to him or her.

T-shirts

T-shirts are a great way to promote an event or advertise for your organization. There are several screen printing companies in Cape Girardeau as well as those available online. Make sure that you represent your group positively. If you have questions about how best to have t-shirts designed and printed, please contact the [Coordinator for Leadership Development](#), University Center 202, 651-2280.

Vehicle Windshields

Cape Girardeau city statutes **prohibit** the placing of flyers on vehicle windshields.

Viral Marketing

Facebook, Twitter, E-mail, YouTube. These methods are free and easy and can reach a great deal of people quickly. Start a Facebook event for your program. Have everyone in your organization change their profile picture to an advertisement of the event. Put information about the event in the signature of your e-mail so that every time you e-mail someone, you are advertising. Twitter and e-mail all your friends and ask them to do the same to let everyone know.

Posting Policies

Where may I post?

University Information Boards are reserved for University departments or registered student organizations only. Posting on these boards must be:

1. Name of the sponsoring department/organization;
2. Contact information;
3. Expiration date (or date of the final event).

All postings will be removed that:

- Do not have an expiration date or for which the expiration date has passed
- Were not created by a member of a University department or recognized student organization
- Advertise an event which violated University policy (e.g. alcohol on campus)
- At the end of each semester, all University Information Boards will be cleared.

Where may I NOT post?

No posters, signs or other articles shall be pasted, nailed, taped, stapled, or otherwise attached to any part of glass, wood, or painted walls/door frames of University buildings, light posts, telephone poles, trees, trash receptacles, sidewalks or automobile windshields.

Public Posting Boards

The University posting boards located throughout campus are listed below. Please note there are other posting boards on campus, however, those listed below are reserved for University offices and registered organizations only.

Academic

Ground floor across from Cashier's Office
In west and east stairwells between 1st and 2nd floor

Art Building

Inside each of the main entrances
1st floor (Memorial side entrance) near soda machine

Brandt

Ground floor entrance near Public Posting Table
Near room 201

Carnahan

In room 106 (student lounge) near door 106A
Outside room 106 (student lounge)
Outside room 206

Cheney

Inside the main entrance

Crisp

Inside the Center for Health & Counseling entrance
Outside room 128 (across from vending machines)

Dearmont

Across from the main entrance

Dempster

Inside Room 106 (student lounge)
Near the main entrance (look left as you enter)
North stairwell main level
South stairwell main level

Grael

North stairwell near vending machines
South stairwell

Houck

First floor by left stairs
First floor by right stairs

Johnson

First floor across from vending machines
Near main entrance closest to Magill
Across from room 200 on north side of building

Magill

First floor near breezeway
First floor entrance near Johnson
Outside room 100

Memorial

Inside north main entrance
Inside south main entrance

Meyers

Inside the main entrance
Second floor stairwell
Third floor stairwell
Fourth floor across from computer lab
Fifth floor by student lounge

Parker

Second floor north across from elevator

Seabaugh Polytechnic

First floor across from room 109B
First floor east entrance
Second floor across from the display case
Second floor between rooms 214/217

Rhodes

First floor in breezeway
First floor, north end near Johnson
Second floor main entrance
Second floor above water fountains

Scully

First floor near vending machines
First floor near room 101
Second floor across from room 238
Fourth floor across from student lounge

Serena

First floor entrance facing power plant
Near room 206

University Center

First floor near Bookstore entrance
Second floor hallway
Third floor by payphones
Third floor across from Café Court

Vandever Hall

First floor near mailboxes
First floor entrance facing Meyers
First floor in TV/Game room
Second floor across from elevators
Second floor in student lounge
Third floor across from elevator
Fourth floor across from elevator
Fifth floor across from elevator