The key to planning a successful program is to be prepared for everything. Before you begin planning a program, be sure to think the whole program through and plan for the unexpected. Forgetting even the smallest details could lead to last minute stress and aggravation.

14 Steps to planning a successful program

1. Have a GOAL. What do you hope to accomplish with this program (increased awareness, increase membership, teach new skills, etc...). Is your event goal consistent with goals of your organization? Keep your goal in mind throughout your planning.

2. Determine who your target group is and how you will attract them to your program. Be sure that your publicity reaches your target audience (you will not attract commuter students by placing flyers in the residential colleges!) Choose times, dates, and locations appropriate for your audience.

3. What are the costs of the program? Can the organization afford it? (See fundraising for ideas to increase revenue). Develop a budget for the event. And, don’t forget to include the advertising costs in your budget!

4. Choose a time and date. Make sure this time is appropriate for your program and convenient for organization members and your target group. Check the Network Calendar (copies can be obtained from the Department of Student Activities) for any possible scheduling conflicts. Keep in mind religious holidays.

5. Reserve a space. Make sure that the space you want for your program is available before you create flyers and advertisements. Is it large enough? Is it too large?

6. What equipment and supplies will you need? Equipment can be reserved at the UC Reservation Office. Remember, if you are relying on someone else to provide equipment and supplies, double check that everything is set the day before the event. If you would like to provide refreshments, contact the Rathskeller at 305-284-6310.

7. ADVERTISE!!! See the Publicity Tips One Sheet.

8. Have an agenda planned ahead of time. For example: If a guest is speaking, know ahead of time that the speaker will begin at 8:10 and speak for 30 minutes. Following the speaker will be a 30 minute question and answer period.

9. On the day of the program, arrive early to check out the room ahead of time. Is everything there that you need? Is the room and equipment set up correctly?

10. Before the program ends, thank the audience for coming and recognize the people who helped to make the program a success.

11. Clean up! Arrange who will be responsible for this ahead of time.

12. Evaluate the program - whether by passing out evaluation forms to the audience, or by meeting with your group to discuss and evaluate the event. This is a very important aspect of your program.

13. Send “Thank you’s” to invited speakers and sponsors (include copies of any ads or information with the sponsors’ name).

14. Before you do anything, create a “backwards timeline.” Begin by brainstorming a list of everything you will need to do for your program. Then, begin placing items from your list on a blank calendar - starting at the date of your program and working backwards. This provides a graphical display of everything you need to do and the time you have to accomplish it in.
## Event Planning Checklist

These items are to be completed after you have surveyed student needs, identified a type of program, received funding, and consulted with your committee and advisor. Use this check-list to create an event time line and delegate duties to committee members.

### To be completed at least 6 - 8 weeks before event
- Discussed event with advisor
- Checked dates against network calendar
- Check costs of other event needs (i.e. media, hotel, catering, etc.)
- Solicit campus co-sponsorships for event
- Develop comprehensive promotion plan with committee
- Place event on network calendar
- Complete co-sponsorship agreement with campus groups or departments
- Reserve Event Location
- Complete necessary paperwork (contracts, check requests, PO & Physical Plant Request forms)

### To be completed at least 4 weeks before event
- Finalize reservation of event equipment set up needs (chairs, tables, microphones, etc.)
- Identify and secure any other special needs of event (decorations, plants, etc.)
- Reserve solicitation tables
- Drop off copies of promotion for advisor proofing
- Duplicate and / or print promo pieces
- Receive approval for table tent distribution
- Receive approval for residence hall promo, notify RAs about appropriate events

### To be completed at least 3 weeks before event
- Have advisor review your promo before posting
- Hang event flyers
- Give copies of event promo to your secretary for filing

### To be completed at least 2 weeks before event
- Turn in check request to treasurer/auditor for signature
- Make and hang banners
- Log all expenditures on event spreadsheet
- Sign up extra event staff at club meeting (tear down / set up)

### To be completed the week of the event
- Verify that artist check is picked up a week before event
- Turn in day of show timeline to advisor

### To be completed the day of the event
- Print copies of latest day of show sheet.
- Pick up cash boxes, counters etc.
- Make sure set goes up on time
- Hang Club Banner

### To be completed immediately after the event
- Make sure appropriate tear down and clean up is happening
- Deliver check to performers and other professional event staff
- Deposit any event ticket revenue
- Return all equipment and leave facility better than you found it

### To be completed at MOST 1 week following the event
- Take down old promo
- Turn in all event receipts to treasurer
- Return all borrowed equipment with in one day of event
- Finalize event budget report
- Complete event evaluation and turn into to secretary and advisor
- Send out event thank yous

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**REMEMBER!** The key to a successful event is planning ahead. It takes a MINIMUM of two weeks to get a check request or BERF processed, and at least two weeks to get a contract signed.