

Your number one resource in planning an event is the Student Activities Office. It should be the first place you to learn about planning an event on campus, to get a date reserved and ask questions.

The Student Activities Office is located in Heggblade Center in the Dean of Students Office.

Areas involved in planning an event:

- Selecting a date
- Selecting a location/venue of event
- Preparing a budget/secure funding
- Securing necessary equipment and materials
- Developing your marketing/publicity strategy
- Determining security needs
- Creating a timeline your event planning takes

PLANNING CHECKLIST

Date and time, location reservation

- Check Master Calendar to see if date is available
- Check 5-C Master Calendar to see if date is available
- Complete Event Registration Form & participate in an Event Registration meeting

Create a list of a committee of people you will need to plan the event

- ___ Logistics
- ___ Clean up committee
- ___ Food/beverage
- ___ Decorations
- ___ Budget/funding
(Discuss funding services with Director of Student Activities)
- ___ Entertainment (speakers, bands)
Review contracts (ASCMC/Rep will sign contract)
Determine Technical club needs
Contact Audio Visual to determine if you needs can be met, if not an outside vendor must be contracted

Advertising/Publicity

- ___ Create advertising plan/marketing strategy
- ___ Create posters/flyers to post on campus and off campus (must be pre-approved by Director of Student Activities)
- ___ Create e-mails to distribute to CMC students and 5-C students

Food and Beverage

- ___ Determine your needs
- ___ Order or purchase food and beverages
- ___ Make dinner reservations (if applicable)
- ___ Catering your event? Check with Collins Dining Hall and The Hub for prices
- ___ Alcohol (meet with Assistant Dean of Student Activities to discuss and register)

Security

- ___ Meet with Student Activities Office staff to determine needs

Transportation

- ___ Secure transportation to your event (if applicable)

Equipment and Supplies

- ___ Determine what equipment you need such as:
 - cash box
 - hand stamp
 - ladder
 - guest list
 - guest passes
 - other
 - extension cords
 - tape
 - fencing
 - serving utensils
 - tables/chairs

Final check:

Do a final “walk-through”, putting yourself in the shoes of someone coming to your event. As you go through it, be sure to include everything they will be experiencing when they attend your event (example: check-in at door, the entertainment, the set-up, the mood, security, food and beverages, tickets, transportation).

Be as detailed as possible and look for problem areas. It’s the little things that are usually forgotten (example: the money box, tickets, hand stamp, list of participants, guest list) which lead to big problems.

Finally, create a time line for the day of the event to be used by all involved with the event. It should start with set-up and continue through clean up. Include all the duties associated with the event – from picking up the food or tickets to the schedule of who is working the door or driving the cars. Be sure to distribute the timeline to everyone involved, including the Students Activities Office.

After the event:

- Return any borrowed items
- Clean up to avoid any charges
- Evaluate the event (keep all your receipts)
- Prepare notes for next year's planning