

# RSO Event Planning

## *Pre-Planning*

Before you start planning an event or activity, consider these questions first:

- Has this activity been reviewed with your RSO advisor?
- What liability does the organization run the risk of incurring? Is the potential liability for the organization worth the potential benefits to the organization?
- What state laws or city ordinances have the potential of being violated? What safeguards will be used to keep these laws from being violated?
- How will security be maintained during the event?
- List the possible problem situations that could present themselves at the event and how the organization will resolve each possible problem.
- Do you have an established timeline to plan the event?
- What campus resources are available to your organization to ensure a successful event?
- Does your organization need to develop a sub-committee for this event? Who will serve on that sub-committee and who will chair the sub-committee?
- What is the purpose/goal of the event?
- Who is your target audience for the event?

## *Checklist for Event Planning*

- For the most successful event, start planning at least six to eight weeks in advance.
- Student Life encourages use of this checklist as means of supporting organizations in the event planning process.
- Decide on an event/program.
- Contact your advisor for support and feedback.
- Obtain feedback from Student Life and determine what approval process(es) your organization may need to go through.
- Contact appropriate individuals (i.e. DJ, magician, food supplier, etc.) to find out cost and availability.
- If funding is needed, develop a budget. Discuss use of RSO funds, fundraising, and/or possibility of requesting funding from KCC with your advisor.
- Check in with Student Life to ensure that you are on the right track and see if Student Life can assist with any of the planning.
- Decide on three possible dates and three possible locations for the event.
- Decide on a time for the event.
- Consider developing a sub-committee to share the responsibilities; committees are an ideal way to get RSO members involved.
- Follow the appropriate procedure for reserving any necessary rooms.
- Complete any necessary forms (i.e. Fundraiser Request, Table Request, etc.).
- Complete any necessary media requests (i.e. DVD player, microphone, flip charts, etc.).
- If you need volunteers, start gathering a commitment from them. Develop a “to do” list for volunteers. Consider holding a meeting of volunteers prior to the event so that you can share your expectations of them.
- Touch base with your advisor to seek suggestions, support, and feedback.
- Start marketing. Complete marketing requests—allow at least two weeks for the Media Design Center to create a design, an additional week for proofing the design, and five business days for printing of marketing materials. Marketing materials should be visible on campus at least two weeks prior to the event.

- Table set-up request
  - Posting flyers
  - Digital displays
  - Request to be added to the weekly broadcast message for KCC employees
  - Outdoor marquee (only for events open to the community)
- Wait for requests to be fulfilled; requests may take up to two weeks for confirmation.
  - Create a brief evaluation for attendees to complete at the end of the event.
  - Consider the details (i.e. name tags, check-in procedures, signage, when to hand out the evaluation, how that will be turned in, etc.).
  - Plan a “dry-run” the day before – visualize the event from start to finish, making sure all loose ends are tied up.
  - Create an event toolbox (i.e. stapler, tape, blank nametags, markers, etc.).
  - Get a good night’s rest the night before the event.
  - EVENT DAY! Remember to breathe.
  - Celebrate your successes!
  - Make a few quick notes about the event (i.e. number that attended, overall thoughts on how the event went, note any possible improvements, etc.).
  - File your notes in Student Life for future reference.
  - Send “Thank You” notes to all volunteers, speakers, and any other key players in your success.
  - Relax.

### *Tips for Success*

- Hold consistent meetings of key players for effective communication. Always be sure the advisor is kept updated.
- Create an event timeline—go backwards. Often times, starting an event timeline from event backwards can be most effective.
- Stay healthy. Check-in with yourself often, ask for help when you need it, get good rest and eat healthy.
- Use your resources! There are huge pockets of resources on campus to help your organization be successful – your advisor can help identify these resources.
- Be honest. An important sign of a strong leader is one who is honest; tell your key players when you are unsure of something.
- Engage your help. Utilizing your team helps for a great event and with your stress level.
- Write down your goals and share them. This is essential for good communication; when you and your team are all moving in the same direction, you are more likely to be successful because you have driven down the same road.
- Consult with Kampus Activities Board to see if there is any way they can help.