

Student Organizations Event Planning Guide

Five or More Weeks Before Event– Goal Setting

Define specific goals of program (cultural, educational, social, community service).

Brainstorm program ideas, keeping in mind target audiences.

Be realistic: Do you have enough “advance time” to make this event a success?

Four or More Weeks Before Event– Program Development

Determine the needs/interests the program will serve.

Determine how this program meets organization’s goals/mission.

Determine budget for program including any outsource of funds or donations.

Determine the division of responsibilities within your group and with other groups when appropriate.

Four Weeks Before the Event– Event/Program Registration

Visit the <http://www.nicholls.edu/union/reservations/> to submit a Student Activities Reservation Form aka Gold Form. (Located under “Who Can Reserve?”). Complete the Gold Form to reserve the space for your event. (Reference the Nicholls Event Planning Checklist)

Three to Two Weeks Before Event– Planning meetings and Supplies

Schedule a pre-event meeting with the Reservation office. *Make sure those in attendance are actively participating in the planning process.

Start making arrangements for services and equipment.

Two to One Week(s) Before Event – Communication

Increase advertising on campus– suggestions include: lobby table, social media, fliers, etc.

Make sure finances are in order so that any bills can be paid day of event are taken care of.

Create a schedule for members with assignments to go over with them what each person is responsible for leading up the event.

Day Before Event – Finalizing

Pick up/ confirm all materials/equipment needed for event (food, programs, decorations).

Confirm travel of performers/speakers.

Confirm personnel services.

Review agenda.

Final push for advertising to get people at your event.

Day Of Event – Have fun

Arrive on time for set up/decoration – communicate with event team.

Walk through event space to make sure it is set up as needed, materials/equipment/food were delivered, etc.

Check sound and AV.

After Event

Make sure all equipment is picked up/ returned. Space should be left as it was found.

Pay any outstanding balances. Finalize budget expenditures and cross-check to make sure event came out on budget and is reported to necessary party (treasurer, advisors, etc).

Take down all advertising/fliers around campus

Send thank you notes to speaker/performers, volunteers, and other special people (including any outside funding sources, advisors, etc.)