

Event Planning Worksheet

Planning an event in 10 easy steps

1. Set Goals and Objectives

(a semester before the event)

Think about the following questions to help develop the type of program you want to develop.

What do you want this program to achieve? _____

Who is your target audience? _____

How will you judge the success of the program? _____

3. Select a Date

(8 weeks before event)

In order to optimize your audience, it is important to make sure you are not competing against any other programs. Before you finalize a date for your event, check the following sources to see if there is anything else going on:

Campus Events Calendar (www.morris.umn.edu/events/)

Student Activities (call 6080 or stop by SC 15)

4. Reserve the Space

(8 weeks before the event)

Where to go: Student Center—Office of Student Activities (SC 15)
 Science Building—Science Division Office (Sci 2550)
 Classrooms—Registrar's Office (Behmler 212)
 Residence Hall Lounge—Contact the RD of the Hall
 MRC Lounge—MSP (MRC 110)
 Mall—Plant Services (Cam 9)

Event Date	Event Time	Reserved by	Details
<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	_____	_____	_____

2. Develop a Budget

(a semester before the event)

How much will you spend on this program? Be sure to develop cost estimates for all of these possible expenses.

EXPENSES

Cost of the Performer(s) \$ _____

Travel for performer(s) \$ _____

Hospitality for performer(s) \$ _____

Lodging for performer(s) \$ _____

Facility rental fees/Info Desk coverage \$ _____

Technical Crew/Media Services/custodial \$ _____

Publicity (news paper ads, etc) \$ _____

Duplicating \$ _____

_____ \$ _____

_____ \$ _____

TOTAL EXPENSES \$ _____

INCOME

Ticket Sales \$ _____

Co-Sponsorship \$ _____

_____ \$ _____

TOTAL INCOME \$ _____

5. Contracting with a Performer?

(6 weeks before the event)

Are you paying a band, speaker or performer? If yes, you need to work with the Office of Student Activities to contract the performer and arrange payment. Stop by Student Activities to work on the following things:

Complete a pre-contract worksheet (the University requires 30 days after all contracts are signed to process payment)

Book lodging for performer(s)
 Where: _____

of nights: _____

of rooms: _____

Kind of rooms (single/double, smoking, non)

Confirmation #: _____

You're Not done yet!



6. Need Technical Assistance?

(5 weeks before the event)

Do you need sound, lighting or special audio/visual assistance for your event? If so, talk with your performer or group to determine what you will need and make arrangements with one or both of the following groups:

- Student Center Tech Crew. The Student Center can provide theatrical quality lights and concert quality sound for events in Edson Auditorium or Oyate Hall. Arrangements should be made with the Office of Student Activities.
- Media Services. UMM Media Services can provide state of the art audio/visual support including digital cameras, projectors, laptop computers and other key equipment. Reserve equipment at www.morris.umn.edu/media/Services/equipment.html.
- Special Setup. If you have a special setup for the event please get that information to Student Activities so that they can share it with the appropriate custodial supervisor.

7. Plan out Your Publicity

(4 weeks before the event)

Assuming you want people to attend your event, it is amazingly important that you publicize the event. Follow these steps:

- List your event in the Campus Events Calendar (www.morris.umn.edu/events/submit.html)
- Write a press release for the University Relations (lower level of the Education Building)
- Work with KUMM to make a promo cart (to be played on air at KUMM).
- Make banners to hang around campus (paper, paints and markers are available in the Student Organization Center, SC 16)
- Create flyers or posters, or work with the Student Activities Graphic Artists to create them (www.morris.umn.edu/services/stac/graphicdesigners.html)
- Come up with some other great ideas, try something new!
- Reserve a table in the Student Center Lobby through Student Activities and get your club to sit at it during prime times to promote your event

8. Distribute Publicity

(2 weeks before the event)

Time to get your publicity plans in motion.

- Get your poster or flyer to duplicating
- Distribute flyers around campus:
 - Residence Halls—50 copies to ORL, the RA's and RD's will hang them for you
 - Student Center—4 copies (they must be stamped by the Information Desk)
 - Science—2 copies (they must be approved by the Science Office)
 - Behmler, South Entrance—1 copy
 - Minority Resource Center—1 copy
 - Education—1 copy
 - Humanities—1 copy
 - P.E. Center—1 copy
 - RFC—1 copy
 - HFA—2 copies
 - Tunnel—2 copies
 - Library—2 copies
 - Food Service—1 copy
- Send out an all student email (ummstudents@lists.umn.edu)
- Table Tents at Food Service and TMC
- Other creative ideas: _____

9. Last Minute Arrangements

(week of the event)

Time to wrap up all of those last minute details.

- double check your tech arrangements
- check with Student Activities to make sure all tech and setup arrangements are set
- pick up check for performer from Student Activities
- arrange any special hospitality items for your performer (water, green M&Ms, etc.)
- print programs (if needed)
- secure volunteers to help manage the event (do you need help with load in, ushers, ticket sellers, hospitality, load out, cleanup, etc.?)
- Get purchase orders from Student Activities for any supplies you need to buy

10. Post Event Wrap up

(the week after the event)

- Return all receipts and purchase order copies to Student Activities
- Send out thank you notes
- write up an evaluation of the event to pass on to leaders next year
- review your budget expenditures to see where you came out in the end

**And that's All.
It's Really that Easy!!!**