

Steps to Successful Event Planning

One way to assure that your program or activity is a success to follow the “Seven Steps to Success”, outlined below:

Ideas

Planning

Approval

Promotion

Implementation

Follow-up

Evaluation



Ideas: Have a general idea in mind. Brainstorm with others to get a variety of creative ideas for an activity or event. Know the purpose of your activity or event. For example, is the purpose education, service entertainment, social, or other? This will help you stay focused and get the job done.

Planning: Always ask the famous five W's & How—Who, What, Where, When and Why.

Who—Know who is in charge. Delegate responsibilities and know who is going to help make sure everyone knows what their responsibilities are. Develop schedules of who is doing what and pass those schedules out to everyone involved. Don't forget to work closely with advisor.

What—Decide exactly you are going to do. Write down all of the details.

Where—Check to make sure the facility or room you want for event is available. Reserve the place well in advance through the proper procedures.

When—Decide on the day and time of event. Take into account your target audience in determining when to have an event.

Why—Know the reason you are planning the vent. This is essential if you want to get funding, or permissions to use facilities, etc.

How—Where are your resources coming from (money, volunteers, facilities, etc.) Create a written promotional and advertising plan and implement that plan. Create a written budget plan for projected expenses and to be able to track actual expenses as they occur.

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Approval—All student initiated activity or programs, like those sponsored by student clubs or organizations, must be reviewed and receive approval from the Student Life Office. A proposed activity must be summarized on a Club/Organization Activity Form and submitted to the Office Student Life for review and approval at least three weeks in advance of the date of the event.

Promotion—The success or failure an event depends heavily on its promotion. Create a written promotion plan and follow your plan. The Office of Student Life has a form called “Promotion and Publicity Checklist” which will help you develop a detailed promotion plan for your event or activity.

The College is a public institution and all promotional material must follow college policies and meet generally accepted standards of decency.

Implementation—Its all about having your plan in place and following it. “Plan your work and work your plan” is another way to put this. Your plan, schedule, budget, etc. will provide for a smooth implementation if you follow your plan closely. Work with written plans, work schedules, budgets and other materials to provide for a smooth implementation.

Follow-up—Is about making sure that everything is complete after the event. This includes cleaning the facility, sending thank you cards, paying bill, returning equipment or materials, completing the file paperwork and closing the file. An important reason follow-up is so important is that a complete file makes it much easier for someone else in the future to successfully repeat your event.

Evaluation—It’s a critical part of programming any event or activity. An evaluation can be a written summary of questionnaires by event participants, or an informal debriefing with your advisor. An evaluation in the file will help those in the future determine what did and did not go well, thus avoiding any mistakes and capitalizing on the strengths of the program. The Office of Student Life has an event evaluation form to summarize the data collected from returned evaluations. This will probably work well for your club events or programs.

