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Event Planning 101

Student Centers and Activities



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STUDENT ORG HANDBOOK

- Please utilize the online Student Organization & Advisor Handbook resource.
- On the right, you will see the user friendly breakdown, and policy categories.
- Read more about student organization policy @ Involvement.rutgers.edu/handbook

The screenshot shows the website for the Student Organization & Advisor Handbook. At the top, there is a red navigation bar with the Rutgers logo and 'Student Involvement' text. Below this is a secondary navigation bar with categories: ORGANIZATIONS, COMMUNITY INVOLVEMENT, STUDENT GOVERNMENT AND PLANNING, EVENTS, ORGANIZATION OFFICER MATERIALS, and HANDBOOK. The main heading is 'Student Organization & Advisor Handbook'. The content area includes a paragraph about the handbook's purpose, contact information for the Department of Student Involvement, and a grid of 12 policy categories: Advertising and Posting, Travel Programs and Informed Consent Waivers, Community Service and Volunteer Resources, Contracts, Events and Program Planning Guidelines, Food and Catering Guidelines, Public Events, RUSA Affiliations, Student Center and Reservations Guidelines, Student Organization General Guidelines, Student Organization Incident Policies, and gpl/NUCLEO.



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GOAL SETTING

Setting Goals:

- Successful events are often the result of inspired brainstorming sessions, but when the dust settles, a difficult question must be asked: **what are our goals for this event?**
- Your group should set concrete goals for attendance and intended impact. This will give direction to your planning and criteria for evaluating the event.
- Examples of potential goals:
 - Improving on last years attendance?
 - Trying to bring in specific speakers, performers?
 - Improve on how a previous event was run logistically?



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PLANNING THE EVENT

Planning:

- Now that you have an idea and a set of goals, you should define your event.
 - Why are you doing it?
 - Who is it for?
 - Where is it?
 - When is it?
- After thorough planning, you may want to revise your goals.



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SHARING RESPONSIBILITIES AND DELEGATION

Delegation:

- Make a list of everything that will need to be done and divide up responsibilities among members of the group.
- Core members and leaders should be sure to delegate tasks, so that one small group doesn't end up monopolizing all the power and burning themselves out.
- If possible, devise a system to back up people who don't follow through with their responsibilities.



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EVENT LOGISTICS AND ORGANIZATION

Logistics, organizing, and networking:

- Reserve rooms in advance; make sure that speakers know the agenda of the event; arrange transportation for participants.
- Ask other organizations on your campus to co-sponsor the event and help spread the word. This will build support for your program and broaden its impact.
- Items to be aware of:
 - Meet with your advisor 4 weeks in advance to discuss details!
 - Are your room reservations in order?
 - Have you filled out a Contract Checklist on [getINVOLVED?](#)
 - Have you adjusted your food order to meet expected attendance, if necessary?
 - Are informed consent waivers needed?
 - Do you need RUPD?



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CONTRACTING & SABO PROCESS

- The student organization process to form contracts is lengthy (this may include speakers, performers or personal services contracts). We ask that you begin 4 weeks in advance by discussing the details of the contract with your advisor. For your information, here are some of the details of the process:
 - Student organizations should meet with their Advisor to discuss details for contracts (4 weeks in advance).
 - Student organizations can submit the Contract Checklist on [getINVOLVED](#) (3-4 weeks in advance).
 - Peer Advisors in the Student Involvement Office put together contracts and send to the appropriate advisor (2-3 weeks in advance).
 - Advisor sends out contract and W9 form to vendor/supplier and awaits their return.
 - Organization treasurers should initiate check requests on [SABO](#) and notify advisor of submission (2-3 weeks in advance).
 - Upon return of W9 and contract, your advisor will sign and place the C# on the contract and send over for [SABO](#) for processing.
 - Expect that it will take 5 BUSINESS DAYS for [SABO](#) to produce a check!
- For more information on contracting please go to involvement.rutgers.edu to see our handbook policy and video on “Contracting.”



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EVENT ADVERTISING

Outreach/Publicity:

- Publicity should be clear about the event both in advance and the day of the event.
- Flyering is allowed in many places at the University.
 - Take advantage of **getINVOLVED** as a social media platform to advertise events
 - Utilize your own social networks
 - Information distribution and contact tabling @ the Student Centers
 - Contacting faculty members to help spread awareness
 - Co-Sponsorship with other organizations



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THE FINE DETAILS

Last minute preparation:

- **What needs to be done on the day of the event?**
- Make sure that a designated group of members know what they need to do: setup & cleanup of the event, signup table, ticket sales, catering services, etc.
 - Are you prepared for the day of?
 - Ensuring food is delivered on time.
 - Ensuring speaker will arrive on time.
 - Sign-in table set up for check in.
 - If there is any risk, is it being attended too?



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EVENT EVALUATION

Evaluation:

- This step is sometimes skipped because of exhaustion, but it is important for the core organizers to sit down and engage in self-criticism: **What did we do right? What could we do better?**
- This will build the cohesiveness of your group and allow you to improve your public events over time.
 - Here are some examples of tools you can use to create an assessment of your event:
 - Wufoo, Google Docs, Survey Monkey



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KEEPING RECORDS

- Please make sure to record everything!
- Make sure to upload your organization's information to the "Documents" tab on the getINVOLVED site.
 - Advisor/Student Involvement Information
 - Advisor & Involvement emails, Involvement office phone number, etc...
 - Important Constituents
 - Alumni, faculty members/departments, Rutgers Departments/staff members, past speakers/performers, etc...
 - Event Details
 - Assessment Results
 - Planning Details
 - Debriefing Details



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Student Centers and Activities
Student Involvement Office
Office Hours:

Monday & Tuesday, 9:00am – 6:00pm
Wednesday & Thursday, 9:00am – 7:00pm
Friday, 9:00am – 5:00pm

Student Activities Center
613 George Street
848-932-6978

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