



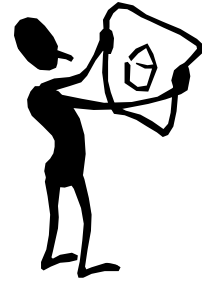
# Guide to Planning an Event

The Office of Student Life

## Sections:

1. **Brainstorming your event**
2. **Club Event Checklist**
3. **Event Approval Process**
4. **Planning your Event**
5. **Funding Process**
6. **Promoting your Event**
7. **Contacts**

## How to Plan your Event on Campus



The purpose of this guide is designed to help Clubs & Organizations plan events on campus. It outlines the arrangements that need to be considered and details the methods for implementing these plans. This guide describes the step by step process to planning an on campus event, guides your organization to finding the resources needed for your event and informs you how to maintain a safe environment at your event. The guide contains policies and procedures that your organization will need to complete for approval of the event and its resources.



The guide is divided into sections based on the your needs prior to the event, during the event and after the event. The sections consist of brainstorming ideas for your event, event approval, seeking funding, promoting your event, what are the needs for the event, and what to do after your event. Forms and Policies can be found online at [www.wnc.edu/clubs/](http://www.wnc.edu/clubs/). Each section will make a reference to forms and policies that your organization will need to request resources and to abide by College and ASWN policies and procedures.



# BRAINSTORMING

## Section 1

Is there an idea of what your organization wants to do? Who is your intended audience? Where do you want to have the event? These are all questions that your group needs to ask before you start a budget or begin to reserve a venue for the event. It is important that all the members in your group brainstorm ideas. Someone should take notes to make sure ideas are not left behind!

### Here are a few more questions to ask:

- What type of event do you plan to have on campus? (barbecue, dance, social, movie night, game night, concert, scavenger hunt, fundraiser, etc.)
- Who is your target audience? (undergraduate students, graduate students, faculty, staff, local community members, etc.)
- How many people are you inviting and which venue will hold everyone?
- What time of day will be best for your program?
- Are you fundraising?
- Has this event been done before?
- How much money does your organization have to make this event possible?

What day of the week should the event occur? (When does campus have the most student traffic)? Will it overlap a holiday weekend? Is weather going to be a factor? Mid-Term and Final Exam weeks will draw less students to your event. Is there an athletic or campus event occurring at the same time and day?

## Make Your Event Happen...

You have brainstormed ideas and created a timeline. Now you need to determine what you need to produce the event.

Create a checklist.

### Here are some possible needs you may have:

Venue (have a rain location if your event is initially scheduled outdoors)

Performer (local band, comedian, lecturer, etc.)

Travel costs for performer (hotel, food, travel)

Food at the event

Audio/Visual equipment

Publicity

Security

Equipment (grills, sound equipment, coolers, tables, chairs, tents, etc.)

ASWN Programming Board

Volunteers



# CLUB EVENT PLANNING CHECKLIST



## 4-6 weeks before the event

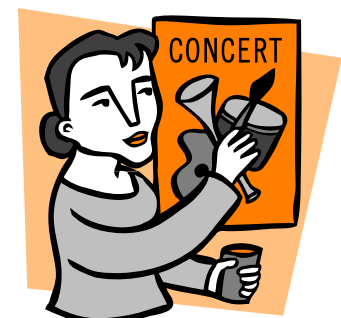
- \_\_\_\_\_ Develop the idea – brainstorm
- \_\_\_\_\_ Stop in to the Student Activities Office for information on different acts, events and other programming ideas.
- \_\_\_\_\_ Possible date, time, place, and theme
- \_\_\_\_\_ Designate an event coordinator

## 3-5 weeks before the event

- \_\_\_\_\_ Fill out the Room Reservation form to reserve the space/facilities, maintenance and audio-visual requests; drop off form to the Student Activities Office for processing
- \_\_\_\_\_ Decide set up
- \_\_\_\_\_ Determine Media needs – ask your advisor to submit any A/V requests through faculty/staff intranet forms
- \_\_\_\_\_ Order food through FSA Foodservices Inc.; if you are requesting food from an off campus vendor, you must obtain a PO from the business office
- \_\_\_\_\_ Book act, performer, presenter, etc.
- \_\_\_\_\_ Go over contract with advisor and/or Student Life Office staff
- \_\_\_\_\_ Fill out appropriate paperwork for payment, if necessary
- \_\_\_\_\_ Contact Campus Safety for additional security, if necessary. Consult with your advisor and Student Life staff for this request.
- \_\_\_\_\_ Develop a publicity action plan
- \_\_\_\_\_ Choose and order any promotional materials (i.e. posters, novelties, etc.)

## 2 weeks before the event

- \_\_\_\_\_ Implement publicity action plan
- \_\_\_\_\_ Design advertising and bring to the Student Activities Office for approval, posting and distribution.
- \_\_\_\_\_ Design table tents and/or another creative publicity idea
- \_\_\_\_\_ Submit a check request/PO for performer's payment (if needed)
- \_\_\_\_\_ Determine staffing needs, delegate responsibilities to club members





### 1 week before the event

- \_\_\_\_\_ Last minute details and publicity
- \_\_\_\_\_ Finish up publicity
- \_\_\_\_\_ Send a campus wide email through your advisor
- \_\_\_\_\_ Event schedule set up and take down schedule
- \_\_\_\_\_ Buy decorations, if desired
- \_\_\_\_\_ Ask your advisor to reserve a cash box through ASWN office including a the specific amount you will need.
- \_\_\_\_\_ Confirm all aspects of event w/members of club and advisor

### Event Day

- \_\_\_\_\_ Set up decorations, etc.
- \_\_\_\_\_ Take down all decorations and leave the facility the way it was found
- \_\_\_\_\_ Have Fun!!!

### Within 1 week after the event

- \_\_\_\_\_ Event Evaluation What worked well? What could you improve next time
- \_\_\_\_\_ Finalize all payment/reimbursement forms
- \_\_\_\_\_ Discuss event evaluation at next club meeting
- \_\_\_\_\_ Send Thank you notes/Provide feedback to the agency



### Keep these things in mind when planning events:

1. You **MUST** fill out the club event request form and turn in to the Office of Student Life to insure that there aren't any conflicts with any other campus events.
2. Keep all receipts to turn in for reimbursements. We must have all original receipts or your members will not be reimbursed. If you are purchasing items work with the Office of Student Life and your advisor to follow proper purchasing procedures. **We cannot reimburse for tax.**
3. Make sure to have publicity up in a timely fashion. Students won't come to the event unless they know about it. The Student Life and Marketing departments are here to help promote your event so plan accordingly - all publicized events need to be turned in at least 4 weeks in advance, **no exceptions!**
4. Encourage the students to try to use at least one creative publicity idea each time you promote an event. Think of something different instead of the same old flier.
5. The Student Life Office and ASWN has many different ideas to help your students get started on your publicity.
6. The money you request from ASWN must be used for the specific events you are planning. If you want to purchase club promotional items you need to specifically request funds for them.



## EVENT APPROVAL PROCESS

The ASWN Student Programming Board is housed within Student Life and is meant to serve the college clubs and organizations in both of its capacities as an advisory and advocacy board. The board understands and encourages clubs and organizations to be contributors to an overall active student life on the campus of Western Nevada College. Ultimately, the board serves as a clearinghouse of information while granting approval of student club and organization sponsored events.

Any student organization wishing to hold an event on campus must obtain the approval of this board. The board meets every Thursday at 8:00 a.m. in the Dini Student Center from the first week of school through the Thursday prior to finals week each semester (excluding holidays and breaks). The meetings are informal and designed to assist the student group to put on the best event possible. We engage in discussion on issues such as number of attendees, what type of publicity will be used, etc. This process is mandatory for all student events on campus but is easy and extremely beneficial to the student group.

### Programming Board Does This By:

1. Assisting clubs and organizations with navigating and negotiating college, departmental and ASWN policy and procedures. The main role of the board is to assist student leaders in staying within the framework of policy and procedures while making sure we maintain the integrity of the programming effort.
2. Risk management and liability issues are explored and changes to programming efforts are discussed with the student representative and then jointly we recommend to the club or organization the importance of making necessary adjustments to ensure the success and safety of the overall program and its participants and attendees. Security needs are assessed and assigned.
3. The board consists of the ASWN governing board and the faculty advisor whose policies and procedures have a direct impact on programming efforts. In bringing this group together, student clubs and organizations benefit from the experience each member has in event planning. Further, they are advised on the ins and outs of policy and procedure from college student professionals who care about the success of their programming effort.
4. By attending ASWN Programming meetings, clubs and organizations are also made aware of resources available to them because of their recognized status through ASWN. Hence, we are able to assist clubs and organizations in saving precious fiscal resources while still maintaining the integrity of their programs. Further, we are able to connect clubs and organizations with services and programs provided by various college departments that will have a positive impact on their program.
5. Further, relationships between the student clubs and organizations and their advisors are strengthened via the advisors approval of the event (signature required) prior to the student representative's attendance at ASWN. This encourages dialogue between the advisors and the students they advise and the programming effort.

## SIMPLE STEPS TO PLANNING AN EVENT

**STEP 1**

**COMPLETE THE EVENT REQUEST FORM**

[www.wnc.edu/clubs/](http://www.wnc.edu/clubs/)



**STEP 2**

**MUST ATTEND THE ASWN PROGRAMMING BOARD MEETING FOR APPROVAL OF THE EVENT 4 – 6 WEEKS BEFORE THE EVENT!**

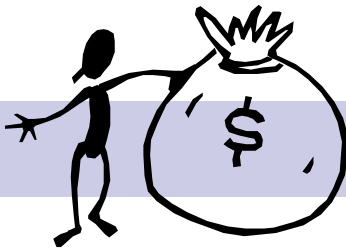


**STEP 3**

**FOLLOW THIS CHECKLIST TO PLAN YOUR EVENT:**

- **SAVE YOUR DATE** - (get it on the college master calendar - ASWN)
- **BOOK YOUR SPACE** - (room request form on club website submit to [thoma236@wnc.edu](mailto:thoma236@wnc.edu))
- **FUNDING SOURCE** - (ASWN or club source - follow ASWN funding procedures to receive money)
- **RESERVE TABLES, ETC** (Complete a B & G work order through ASWN office - no less than 2 weeks before event)
- **EVENT PROMOTION** (WNC Marketing dept. no less than 3 weeks prior to your event. Fliers, Posters **MUST** be approved by Office of Student Life)
- **FOOD SERVICES** (All PO's **MUST** be issued no less than 2 weeks prior to the event)
- **RECEIPTS** (**TURN** in all original receipts to the Office of Student Life to be processed - **REMEMBER** you will not be reimbursed for taxed items and WNC does not encourage students purchasing items using personal money and getting reimbursed - **PLAN AHEAD!!!**)
- **FOLLOW UP** (Once the event is complete don't forget to clean facility, turn in all receipts, send thank you notes and collect





## CLUB FUNDING SOURCE

Requests for financial support from the Associated Students of Western Nevada Government (ASWN) **MUST** be submitted in writing to the ASWN using the funds request forms available in the Student Life Office in the Dini Student Center or on-line at [www.wnc.edu/clubs/](http://www.wnc.edu/clubs/). Funds provided through ASWN come from the student fee budget, which is funded by the "student activity fee" collected from all students enrolling for credit classes. The funds that are given to each club/organization do **NOT** have to be paid back. Clubs/Organizations may request up to \$600.00 per year for events.

### Funding requests will only be heard 4 times a year

- The fiscal year is divided into **FOUR** hearings where you will need to present all your requests for anything you will need during the designated four terms: Fall 1, Fall 2, Spring 1, and Spring 2.
- So, if your event falls on September 15, you need to make your budget request at the September 2nd budget hearing.
- Up to five people from your club can be present, **but the President and Treasurer must be present.**
- You **MUST** submit your budget to the President of ASWN the Wednesday before the budget hearing date, via email (aswn@wnc.edu) or dropping it by the ASWN office.

### FOUR scheduled hearings for the 2008-2009 Fiscal Year:

September 2, 2008 Budget Hearing, will hear requests for **FALL 1-** (September 15- October 17)

October 7, 2008 Budget Hearing will hear requests for **FALL 2-** (October 20- December 31)

December 2, 2008 Budget Hearing will hear requests for **SPRING 1-** (Jan 1- March 20)

February 24, 2009 Budget Hearing will hear requests for **SPRING 2-** (March 23-May 22)

### Funding Request Due Dates

- August 27, 2008 by 5:00 p.m.
- October 1, 2008 by 5:00 p.m.
- November 26, 2008 by 5:00 p.m.
- February 18, 2009 by 5:00 p.m.





# PROMOTING YOUR EVENT

**Start Promoting Your Event at LEAST 3 Weeks in Advance!!**



## Implement a Publicity Action Plan

- Social Event
- Fundraiser
- Tabling
- Educational
- Movies
- Club related topics

Design Promotional Materials (All clubs are welcome to use the computers and materials in ASWN office for creating promotional items)

## Specialized College Advertising

- Post event in E - Happenings (WNC newsletter)
- Press Release for local newspapers (if advertising to public)
- Need additional items created use WNC's print shop



ALL electronic or media advertising through the WNC Marketing department **MUST** be submitted at least 3 weeks in advance to Anne Hansen, Director of Marketing at [anne@wnc.edu](mailto:anne@wnc.edu).



**FOR ADDITIONAL GUIDELINES CONSULT THE OFFICE OF STUDENT LIFE OR THE CLUB OPERATING MANUAL AT: [www.wnc.edu/clubs/](http://www.wnc.edu/clubs/)**

# PROMOTING YOUR EVENT CONTINUED...

Adapted from MHCC Student Activities Office

Section 6 cont...

## Creative Advertising

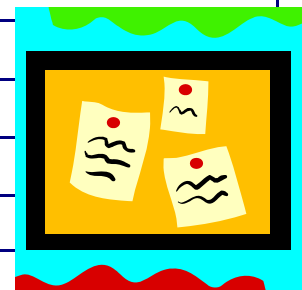
- Know your target audience.
- Don't leave your advertisement to the last minute.
- Posters alone aren't always enough.
- Be creative!
- Word of mouth is powerful!
- Involve others!



### Non-posters Ideas to consider:

- Logos, teasers, buttons
- Members wearing a common t-shirt advertising the event – walking billboards!
- table tents
- blackboards
- free food
- table in Dini Student Center lobby or Cafe
- Give-aways advertising your event/group: pens, bumper stickers, rubber ducks, anything that will spark discussion!
- Use something other than paper – discuss your idea with Student Life staff
- Offer prizes at the event
- Create a TV advertisement for the College TV bulletin
- Offer your program directly following another event that typically has high attendance – if it's in the same location, people will walk right in!
- Collaborate with another group to offer a joint program – this typically doubles your attendance, divides your work-load and helps with funding.

Flier Do's	Flier Don'ts
Use bright paper	Make poster too cluttered
Use irregular shapes	Use unaccented photocopies
Use borders	Post too close to the program date or too far in advance of the date
Use lettering that is readable & fonts that are simple & clean	Use all upper-case. A mix of upper & lower case letters is easiest to read
Use pictures	Use poor grammar
Highlight information	Text that is too small
Use catchy titles	Be plain, boring
Use teasers	Have too many words
Use different materials, 3D	No use of color
Keep it short and to the point	



## ASWN CLUB/ORGANIZATION RESOURCE PAGE

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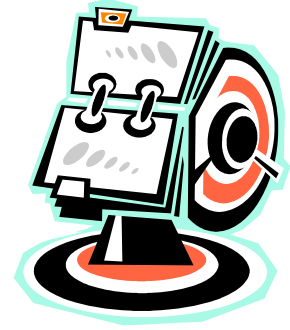
Student Body President, Associated Students of Western Nevada  
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### **Vanessa Wasilchuk**

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**For more information, forms and planning guides go to  
[www.wnc.edu/clubs/](http://www.wnc.edu/clubs/)**