

University Center & Student Activities Event Planning Tips & Resources

When your recognized club is planning an event, there are many things you must consider. Student club leadership that plan in advance and prepare for events/programming initiatives, has greater access to funds, spaces, and office support. Below are some basic steps for successful event planning for student organizations at AU. Remember, before proceeding with your events; make sure you reach out to work with your AUCC Caucus Representative and UCSA Advisor.

Step 1: Organize

(Always begin planning with your UC/SA advisor for all events and programs.)

- **Create a programming timeline:** Establish deadlines for different logistic tasks
 - Room Requests
 - Equipment/ Resource Purchase
 - Funding Requests
 - Financial Requests
 - Space Rental Supplemental forms

(2 months before the proposed event date)
- **Reserve a Space:** Request a space through online space request system 25 Live (www.american.edu/spacerequest)
(2 months before the proposed event date)
- **Create a budget of costs.** ([MS Excel Budget sheet template](#)): Publicity, Facilities, Parking costs ([AU Parking and Traffic Services](#)), Speaker/ Performer fees, Decorations, etc. Check your ([SON Account login](#))
(2 months before the proposed event date)
- **Contact speakers/presenters, confirm speaker/presenters**
(2 months before the proposed event date)

Step 2: Secure Resources & Publicity

- **Secure Funding:** How much money does your organization have for this event? Visit the AU Club Council to submit for a club funding allocation. For more information go to the AUCC homepage at www.auclubcouncil.com. Have you considered opportunities for program co-sponsorship with other clubs? *Have you considered or researched cheap or free resources that are available to recognized student organizations*
(2 month before the proposed event date)
- **Advertising/Outreach:** Think about which specific groups can you publicize to, and how can you best maximize your collaborations with other student groups to increase your attendance?
(3 weeks before the proposed event date)
All marketing pieces must be approved by SA Marketing. (SAMarketing@american.edu) Please allow two days for approval.
(3 weeks before the proposed event date)
- **Marketing Approval:** To be approved, your materials must include the following:
 1. Contact information for your group.
 2. Approved space. If you have requested space for an event, it must be listed in R25 as approved. Your marketing piece will **not be approved** until the space is confirmed.
 3. Please add the following statement: American University is committed to providing accessible programs and services. For accommodations, contact dss@american.edu; and contact the office for support.**After your document is approved,** you can have your information printed and you can post on bulletin boards around campus.

BUT, the best and cheapest way to get the word out is to have your marketing piece posted on the **4Winds flat screens** around campus.

To do this:

1. Create your marketing in PowerPoint: The landscape orientation works best on the screen.
 2. Have it approved by SA Marketing - make sure it has the three key elements above
 3. Send it to Digitalsigns@american.edu. Explain which buildings and for how long (no longer than a week) you would like to have the information posted.
- (3 weeks before the proposed event date)
- **Food & Refreshments:** Submit food catering orders.
(1 month before the proposed event date)
 - **Planning Team meeting:** Meet with planning team to confirm and update task status for logistics.
(1 month before the proposed event date)

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Step 3: Event Prep

- **Payment & Contract Confirmation:** Make sure all payments and/or equipment requests are confirmed and processed
(2-3 weeks before the proposed event date)
- **Pre-event Planning Meeting:** Schedule the pre-event planning meeting with your planning team-draft your detailed program schedule hour-by-hour
(2 weeks before the proposed event date)
- **Assign event/program task roles:** Make sure each event team member knows and is accountable to what their role responsibility is.
(2 weeks before the proposed event date)
- **Post-event Plan:** Make sure you have a post-event plan (clean-up, equipment return, how long clean-up will take)
- **Confirm Assignments:** Make sure your team is assigned to ensure everything is wrapped up properly at the end.
(1 week before the proposed event date)

Step 4: Event Day Logistics

- Confirm team member attendance
- Arrive early to event location and meet up with event lead team. Review event task schedule
- Review Task assignments

Step 5: Post event follow-up

- Evaluate program against expectations and agreed upon group goals.
- **Debrief: Host a post meeting event with your event lead team to analyze data from any surveys.**
Make sure all event team members share suggestions to improve the event for the future.
- Acknowledge your event lead team and all of their hard work.

Notes: