

# Event Planning



## DETERMINE THE PURPOSE:

- Define the objectives for the program or event you are planning. Make sure they are openly communicated with the planning team.
- Network with others who plan events regularly for assistance. Visit the Office of Student Involvement. Consult with Advisor.
- If you are contracting a performer, be sure to consult the "How to Execute a Contract" resource sheet located outside the Office of Student Involvement or on the website as a printable pdf.



## DELEGATION AND USE OF TEAM FOR THE EVENT:

- Determine who will be assisting you.
- Determine job roles/responsibilities for volunteers.
- Throughout the process, check in with group members to ensure roles are clarified and understood.



## ESTABLISHING THE EVENT:

- Select a date by assessing your organization's calendar of events and checking the Allegheny Master Calendar to ensure that you are not programming over another event. The Master Calendar is located on Allegheny's internal and external website. If there is an event taking place on your intended date, could the program become a co-sponsorship or collaboration? Other programs may split your event attendance or compromise attendance of your own members due to commitments to other organizations. At Allegheny, we also want to make sure that as a community we are being supportive of each other's programming. We want you to maximize your potential for audience attendance and outreach!
- Reserve a location by determining the right kind of environment for your program. Consult the "Scheduler" on-line reservation system at <http://scheduler.allegheny.edu/>. If you plan to hold a program outdoors, you must seek permission to do so by contacting the Director of Student Involvement. Please see the "Outdoor Events" policy in [The Compass](#). If you are planning an outdoor program, it is wise to book a rain location.
- If AV equipment is needed limited AV equipment may be available through the building contact, otherwise contact Craig Pardee (AV Technician) at [craig.pardee@allegheny.edu](mailto:craig.pardee@allegheny.edu)
- If food or catering is needed contact Parkhurst's catering manager, 332-4387.
- If transportation is needed for the event, consult the "How to Get Wheels" resource sheet located outside the Office of Student Involvement or as a printable pdf on their website.



## FUNDING A PROGRAM/EVENT:

- Create a budget for this event. If you need additional monies, there are some other sources to request additional funding.
- Brainstorm collaborators or co-sponsors, consult the "Co-sponsorships" resource sheet located outside the Office of Student Involvement or as a printable pdf on their website.
- Request funding from Allegheny Student Government. Check ASG's website for their funding policies, remember, they can't fulfill all your wishes in two days! Make sure you go to request money at least two weeks in advance!
- Academic Departments: Academic departments have varying amounts of funding available for programs or events that support their respective fields of study. Contact department chairs for more information.
- GAP: GAP has funding available for co-sponsorships that reflect their mission. Typically these events must be offered free of charge to students. See their "Potential Co-sponsorship Request Form" located in the Office of Student Involvement resource racks outside their office or the printable pdf form on the Student Involvement and GAP websites.
- ACCEL: ACCEL has limited funds available for programs that fall within the parameters of its mission. Please contact ACCEL at (814) 332-4700 for more information.



## EVENT LOGISTICS:

- If you need to have a check cut for an event for a performer or supplies, consult whomever is your funding source (i.e. ASG, GAP) as they all have processes to follow. Checks are cut ONCE a month at Allegheny! This requires planning ahead on your part. Check requests are due between the 12<sup>th</sup> and 15<sup>th</sup> of each month so keep that in mind. Most artists expect payment on the night of performance. (Checks are usually distributed on the 20<sup>th</sup> or the weekday preceding the 20<sup>th</sup>) This also applies for reimbursement checks if you use your own money to purchase supplies for the event. "Payment Request Forms" are located on the Allegheny website at

<http://inside.allegheny.edu/forms/PaymentRequestForm.xls>. RECEIPT(S) or INVOICE must be included for payment! You must always have a signed original contract or an invoice to process payment. Any individual receiving monies (for performance, not reimbursement) must have a W-9 on file with the college (if they have received money from Allegheny before they will have one on file and you can skip this step). You can print a W-9 form at <http://www.irs.gov/pub/irs-fill/fw9.pdf>

- If your organization is collecting money for any reason, including for membership dues, programs, sale of items, etc, you are welcome and we strongly encourage you to use the safe located in the Office of Student Involvement. The safe exists to protect students collecting money for their organizations. Keeping large amounts of cash or checks in a private residence could prove to be a large liability for individuals. Feel free to take advantage of this service! You can also make daytime deposits to your student organization's account at the Financial Services office in Bentley Hall by dropping off the money with a memo recording your name, the student organization account number to be used, and amount deposited.
- Notify housekeeping staff if you believe you may need extra supplies such as toilet paper, paper towels etc. They can give you access to Housekeeping closets so you can use those supplies for general clean up following the event.
- If you need to borrow certain items from Physical Plant, please use the "Borrow Forms for Tables and Chairs" or "Borrow Forms for Grill" that can be obtained at the Physical Plant office. Please note: organizations will be charged if tables or chairs are left outdoors overnight without protection from the elements.
- Notify Security about your event if you feel that noise could be excessive or assistance might be needed by calling x3357.



### PROMOTING THE EVENT:

- Master Calendar: Add your event to the calendar to prevent others from planning a program that coincides with yours. For help in adding an event please see the "How to Add Events to the Master Calendar" resource sheet located outside the Office of Student Involvement or the printable pdf on their website.
- Inside Allegheny News: A weekly newsletter on Inside Allegheny homepage. Events can be added by e-mailing [insidenews@allegheny.edu](mailto:insidenews@allegheny.edu). Events must be e-mailed by Friday at noon to be included the following Monday. Please include how long the summary should be posted or it will be removed after one week.
- Consult the "Good Publicity Tips" and "Creative Publicity" resource sheets located outside the Office of Student Involvement or as a printable pdf on their website.
- WARC: At least two weeks prior to event: E-mail [warc@allegheny.edu](mailto:warc@allegheny.edu) with information to be read on air, keep in mind you need to include the "what, where, when, why and how's" so people understand what you are announcing. Including contact for further information is helpful, though don't include any personal phone numbers unless you have permission to do so.
- ACTV
- Chalking/Painting windows: Chalking in public areas of campus is permitted on sidewalks. Please refer to the Statement of Community in [The Compass](#). Chalking should be on sidewalks only, chalk damages brick surfaces and is difficult to remove. Some buildings will allow you to paint windows for promotional purposes. See respective building managers for further information.
- Flyers/Posters/Banners: consult academic secretaries for building parameters and resident directors for residence hall parameters. Organizations can use their student organization copy codes on the copier located outside the Office of Student Involvement. Black and white copy fees on the copier are .04 per copy. For groups that use cardstock paper often for promotions, tickets, etc, you can purchase this paper at Printing Services and bill your Allegheny account, and make the copies on your own using your code. These codes are changed each July 1st and are provided to the organization's president who assumes responsibility for dissemination of their code.
- Table Tents: Table tents can be placed on tables in Brooks Dining Hall and McKinleys. Please do not place publicity on tables prior to a week before your event and be conscious of how many table tents are already in use. If there is already one on a table, alternate your publicity on other tables.
- Tables in CC, Brooks: Campus Center tables can be reserved via Scheduler at <http://scheduler.allegheny.edu>. Tables in Brooks are for use on a first come, first serve basis.
- [The Campus](#) newspaper: E-mail [campus@journalist.com](mailto:campus@journalist.com) for the following: to submit free program announcements for the "around campus" section, to purchase an ad, for a current printing schedule. Deadlines for the paper are on Tuesdays for a Thursday printing. (Contact will need to be made prior for layout purposes).
- Relational Promotion (Word of mouth): On a small campus, the use of word of mouth promotion is by far the most successful. By wearing t-shirts or other visible promotions you can create conversation with peers. Talking up the event in classes, organization meetings, and in the residence hall will create more conversation and interest.

- Use of Printing Services: Printing Services is an excellent place to print flyers, posters, postcards and other means of publicity. Located in the Oddfellows building, they are open 8 a.m. to 5 p.m (closed during the noon hour). Monday through Friday or by phone at x 4367.



#### DAY OF THE EVENT:

- Carry around paper and pen to record notes as event progresses.
- Restore the space you have reserved to its original state.



#### FOLLOWING THE EVENT:

- Evaluate with group
- Evaluate by word of mouth
- Continue to wrap up details from event, return borrowed items
- Send thank you's to performer, those who helped plan
- Create a how to guide with your notes from the event to assist the next person who may plan the event



#### FURTHER CONTACTS:

Physical Plant: Physical Plant building, x5378

Parkhurst Dining: Main Office in Reis Hall, x 2317, Catering Manager in Schultz Hall basement x4378

Office of Student Involvement: x2754, [osi@allegheny.edu](mailto:osi@allegheny.edu)

Use the telephone directory in the Compass for more contacts!