Overview of session

- Make a Plan
- Get Started
- The Details
- Last Minute Prep
- The Big Day
- After the Fact
Type of Event:
- Who is your target audience? Are you hoping freshmen will attend? Commuters?
- Does the type of program align with your organization’s mission?

Time:
- What is the best time for your audience? If you are hoping to reach commuter students, you may want to plan your event on a Tuesday or Thursday as most commuter students take classes on those days.
- Day vs. Evening- if you are bringing a rock band to campus, do you think the morning would really be a good time to host this event?
- Length of time needed- don’t forget time for set-up and break-down/ clean up
- Check the Academic Calendar for any conflicts

Date:
- Be flexible
- Other concurrent activities- are there other large scale programs hosted by departments and organizations on the same day or time?
- Class schedule- the Registrar’s Office will know which day of the week and time of day have the most classes scheduled.
Popular Venues and seating capacity:
- Student Center
  - BTR (350 lecture, 300 dance/banquet)
  - Lobby (150 people)
  - Theatre (155)
  - Café (120)
- Gym (3 courts)
- Outdoor space
  - Webb Lawn
  - Hurley Lawn
  - Student Center Patio
- Fine Arts Instructional Center (FAIC)
  - Concert Hall 103 (380 people)

To reserve event space- visit Astra online
http://ecsu-astrap.easternct.edu/AstraSchedule/Portal/GuestPortal.aspx

**You should always have ideal and alternative option for day, time and location. (don’t forget a rain plan).**
Contracts and Paperwork:
- See additional documents

Technical Needs:
- Tech Crew form- If you need someone to help dim lights, turn on music or set up a sound system (in the Student Center), you must fill out this form. It is due 2 weeks before your event date.
- Refer to the performer’s rider (if applicable) to ensure you are able to provide all they are requesting (for example- microphones)

Room Set-Up:
- Determine where your activities will be located in your event space. Pay special attention to outlets in the room in case you need power.
- Create a diagram for your event and distribute to everyone helping work the event so they know where things should be set up.
- Work with the Student Activities office to submit a work order for tables, chairs, trash cans etc.

Catering:
- If you plan on spending under $150- you can work with any catering company or food service provider.
- If you plan on spending over $150- you must work with Chartwells or get the first right of refusal from them.
- Consider offering food that aligns with the theme of the event.

Security:
- Safety should come first.
- Consider working with the Police Department to have them staff your event.
- If you are planning a dance, you must have the police department present. If you plan on allowing guests (non-eastern students) to the dance, you must additionally work with the Police Department to hire an outside security company.
Promotion:
- Utilize many different outlets, not just paper advertising (include social media posts, posters, face-to-face interactions).
- Axis TV- send a Power point slide to the Student Activities office and they will upload it to the TVs found around campus.
- Warrior Weekly- the Student Activities Office highlights weekly events that occur in the Student Center. This advertisement is posted in and around the Student Center and on the Student Center social media accounts.

Travel/ Directions:
- If you are hosting a hired speaker or entertainer make sure they know how to get to campus and your venue. Make sure you get their “day of” contact information and that they also have yours.

Hospitality:
- Entertainers can be on the road for weeks at a time. Make them feel at home. Book them a dressing room and share with them the wi-fi log-in information.
- Provide them water, a meal or even consider giving them a welcome kit complete with candy, a thank you note and an Eastern item like a coffee mug or t-shirt.
- Refer back to their rider- if they request a hotel room, work with the Student Activities office to book one.

Supplies:
- Consider decorating your event space to add to the theme. You can purchase inexpensive supplies in bulk online or over the phone at Rhode Island Novelties or Oriental Trading (using the Purchase card).
- Are you giving away any prizes? This may draw more people to your event if you advertise a prize giveaway.
Do not stress. You have this!

Refresh Advertising:
- Consider changing out your event flyers with another version so it is more eye catching.
- Post event reminders on social media

Assign tasks to members:
- The art of delegating is not easy to master, but practice makes perfect!
- Delegating responsibilities helps your members feel more involved with the event and the organization and it allows you to address any issues that may arise at the last minute.
- Send out the list of responsibilities 24 hours in advance so everyone is on the same page. Include the event diagram.

Connect with Your Advisor:
- Advisors should be a resource for your club and may have some great advice on how to make your event perfect.
Arrive Early:
- Give yourself plenty of time to prepare the event. Make sure the room is set up as you requested.

Greet Volunteers and Performers:
- Welcome performers and show them to their dressing room (if applicable) and to the event venue.
- Have a “team meeting” with your members before you begin setting up for the event. Review the task assignments, event diagram and mention any last minute changes/updates.

Be Aware of the Crowd:
- This ties back to security- it is your responsibility to ensure the safety of your members and the event attendees. If something doesn't look right, or a student is behaving inappropriately, contact the police department, your advisor and any other staff member working the event.

Don’t forget to enjoy your event!
- You can have fun at your own event- you’ve worked hard and have earned it! Just
don’t have too much fun- you are still there to work and ensure the event runs smoothly.
More Paperwork:
- You may need to give the Student Activities office additional paperwork to pay vendors.
- See additional documents

Event Evaluation:
- You should keep record of the event attendance, the things that worked well, and the things you could improve upon if you were to host this event again. Include what you did for promotion and the total event budget.
- Make sure someone else in your organization has this evaluation including your advisor.

Thank you notes:
- This could be in the form of an email or a good old fashioned card. Thank your members and anyone else that helped make your event a success.

Great job:
- Don’t forget to reflect on all of your hard work!
- Planning an event is no small feat and you should be proud of your
accomplishments. Consider write an article about the event and send to the Student Activities office to post on their blog.
OTHER REMINDERS

Rosters are due to wescottj@eastermct.edu this Friday!
Use the template that was sent to your club email

BAM Council Meeting for FRP – Monday March 14th 5pm in the Theatre
Learn about the brand new and improved FRP!
FRPs are due March 29th

Tracks to Success – A Year In Review, April 14th 2pm in Room 107
Reflect on highs and lows of the year as you begin to plan for next year

Transition Summit – Friday April 22nd, 3pm – 6pm in the BTR
Required for all incoming and outgoing e-board members