

Promoting the event

- ◆ Identify the selling points of your event. Why would someone in your target audience want to attend?
- ◆ Brainstorm types of publicity, promotion, public relations, and advertising you could do for this event.

Implementing the event

- ◆ List the tasks that need to be accomplished the day before the event.
- ◆ List the tasks that need to be accomplished the day of the event.
- ◆ List the tasks that need to be accomplished after the event.

Evaluation

- ◆ Have everyone involved write a final report. This report should include: new ideas that worked, that did not work, summary, suggestions for the next year, and contacts names.

The following represent some general tips and hints on program planning:

- ◆ In the ideal program everything runs smoothly that the participants may see little evidence of pre-planning or behind-the-scenes work.
- ◆ Do not compromise on details or settle for second best.
- ◆ Do not assume anything or allow situations to continue that make you uncertain or even nervous. Meet all problems head on, sensitively and firmly.

- ◆ People support what they create involve as many people as meaningfully as possible in the planning process.
- ◆ Usually something goes wrong but prepared and avoid panicking, most problems can be solved.

Additional Information

For more information on building your leadership skills or getting involved in a leadership role on campus, please contact the Dean of Students office. The Student Organization Area can assist in providing additional advisement to the needs of your club/organization. The Student Leadership Institute provides opportunities such as workshops and a University Leadership Conference. Feel free to contact us for any leadership development or support that you may need. We look forward to hearing from you.



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STUDENT AFFAIRS

We would like to thank the University of California, Irvine Office of the Dean of Students for use of their publication in creating this brochure.

Planning Your Event

Dean of Students

Getting down and dirty Planning your event

IF you are planning a large event, and do not quite know where to begin this handout was designed with especially you in mind! It should help you through the process, smooth out the rough spots of planning and preparing for a successful event. The first item to consider is determining exactly why you are putting on the event. What do you want to achieve by having this program. What are your organizational goals and how does this event help you meet them? What do you, as a planner, hope to gain from this experience? Is there a current need for an interest in this program area?

Are other similar programs being offered? Does this matter? Has a similar event been held in the past? What was the response? Are your members enthusiastic about organizing this event? Is organizing this event worth your members time? Is there enough time to thoroughly organize the event and arrange for publicity to be made and distributed so that it will be effective? These questions need to be answered in order to clarify what you are doing and why.

Assessment

- ◆ Write one sentence that clearly states the purpose of your group and another sentence that describes the goal of this program.
- ◆ Describe ten specific resources (facilities, money, people, etc) available to your group.

Brainstorming

- ◆ Generate at least 15 ideas for a program to be planned for this campus. Keep in mind: set a time limit, record all ideas in key words, do not evaluate during suggestions, be spontaneous, set a minimum number of ideas you want, build on other people's ideas, be creative!

Decision Making

- ◆ From the brainstormed list, group related ideas into categories and review groupings. Decide which groups are most promising and eliminate those that are not. Rank order the most promising.
- ◆ Discuss pros/cons of the top three ideas. Combine ideas or compromise to get a group consensus on which idea to choose.
- ◆ State the group's decision clearly so that it is understood by all.
- ◆ Define the audience for your program, very specifically: number and type.

Formulating Plan

- ◆ Determine a title and theme (if applicable).
- ◆ Identify the location.
- ◆ Identify three possible dates
- ◆ List the necessary resources you will need (people, money, equipment) and where you plan to get them.

Developing Budget

- ◆ Determine how much money is available.
- ◆ Decide if you must generate revenues (charging admission).
- ◆ It is better to over budget and have money left over than it is to under budget and not be able to do everything that is necessary to make your event a success.

Organizing the group and delegating

- ◆ Identify all the tasks that need to be accomplished and group similar tasks.
- ◆ Decide who will be responsible for which tasks and clearly state what that responsibility entails. Your delegation will be more effective if you take into consideration the interests and skills of group members.
- ◆ Determine a timeline for completion (utilize the calendar).