

# PLANNING AN EVENT

Event planning is one of the most valuable contributions student organizations can make to our community. A huge portion of the social life at UAF is a result of the tremendous amount of effort and energy student organizations put into planning successful events.

The success of your event primarily depends on the amount of time and effort put into its planning. It is important to write down your goals and plan of action so that a clear plan can be determined. The lessons learned in a well-orchestrated planning process can be as valuable to your organization as the event itself.

Whether you are having a student organization meeting or a dance, planning early is often the key to showcasing your group and its interests. There are five steps to successful program planning:

## Assess the Needs

- Who are the target participants and what are their needs?
- Will your event be open to the general public?
- How big do you want this event to be (consider the number estimated to attend and what type of space will be needed)?
- Does the type of event you are planning limit the audience size? If so, how will you determine who can attend and who cannot?
- Could the event possibly incur liability? What are the risks involved?

## Develop Goals and Objectives

- What do you intend the event/program to accomplish? What is the purpose of the program?
- Do you want to co-sponsor your event with other student organizations or sponsor the event on your own?
- Do you wish to raise money or "break even"? Or is your group not concerned with profit or loss? Are you selling tickets?

## Organize the Program Plans

- Set a budget. Do you have money to pay for this event? Do not commit your student organization to a contract that it does not have the financial support to cover. Contact the Wood Center Fiscal Technician to check on your group's financial status if necessary.
- What do you specifically need to do to accomplish your objectives (items, activities, presenters, etc.)?
- Where and when do you want to hold this event? Reserve a space with the Wood Center Scheduling Coordinator to make sure that the space that you want to hold your event in is available.
- Be sure to consider time in planning your event, allowing enough time for all tasks to be completed. Be aware of other events occurring on campus at the same time. Set a realistic time limit for your event.
- Coordinate publicity. The more people that know about your event the more successful it will be.
- Is food being served or sold at your event? If so, you will need to either order your food through Dining Services or complete and submit a Food Liability Release Form at least two weeks in advance.

## Implement the Program

- Involve as many members as possible in the planning and execution of the event. Delegating work makes it more manageable and increases the likelihood of covering all bases. Assign tasks according to individual skills and capabilities. Set firm deadlines.
- Keep a positive attitude! If everyone is excited about the event and puts in the necessary time and effort, the event will be a success.

## Evaluate the Program

- Return borrowed or rented equipment.
- Pay all invoices.
- Congratulate and thank committee members.
- Evaluate the program with committee members. What worked and what did not work and why? How can you improve the event in the future?
- Prepare a program report. Keep excellent records of what was done to put this event on and keep copies of everything. This will help the next time you put on a similar event.
- Write thank you's to all who assisted you with the program.
- Organization is the key to success in planning your event. Start planning early, and be aware of complications that may arise. **Remember, you have resources at your disposal.** If you have any questions, or you need any help, contact the Leadership Program Office at 907-474-1170 or studentorgs@uaf.edu.

# FACILITIES AVAILABLE

The following facilities are available for student organizations to use:

- **Wood Center Ballroom:** The ballroom is the largest room available in Wood Center. Student organizations can reserve the ballroom only **once** per semester. The ballroom can be set up in a variety of different styles depending on the event.
- **Conference Rooms C, D, E, & F:** These conference rooms are located on the south side of the ballroom. Depending on the size of the event, these rooms can be used separately, together, or with the ballroom. They require set up arrangements in advance. There is not a limit on how many times these rooms can be reserved.
- **Conference Rooms A & B:** These two rooms are located in the sub-level of Wood Center and seat 8 and 20 people respectively. They are not handicapped accessible. These two rooms are set up in a conference style, and their layout cannot be changed.
- **Classrooms:** You can reserve rooms in Reichardt, Bunnell, Gruening, Duckering, Brooks, and Chapman.
- **Hess Recreation Center:** The center in the MBS Complex is open for student organizations. For more information contact Laura McCollough at 474-1956 or fnlcm@uaf.edu. Reservations are required to use the space. Two weeks advanced notice is required for staffing issues. Student organizations rate is \$75 (limit of 50 people or less). The price increases due to the number of people in attendance and the length of the event. You can change admission to the events.

To schedule rooms for student organizations use, contact the Wood Center Scheduling office at 474-6023. The Scheduling Office hours are Monday through Friday 7:30am – 4:30pm. The Wood Center Scheduling Office can also schedule classrooms for use by student organizations. Classrooms are an ideal location for weekly meetings but cannot be reserved until the third week of the semester due to academic schedule changes. Any equipment needed in a classroom must be reserved through Media Equipment Checkout at 474-7072.