STEPS TO EVENT
PLANNING

There are many important and sometimes forgotten elements involved in planning events. This walk-through can serve as a basic guide as you begin to plan an event on campus. For more complete information, please refer to the Event Planning Manual.

Who, What, Where, When, Why?

- Work with the members of your student organization to assess the potential audience and their needs, interests and the purpose of the event.

Budget

- Decide how much of your budget you can and want to spend on the program. Think about co-sponsorship. If you co-sponsor an event, it is recommended that you use a co-sponsorship agreement.
- If your organization is SG funded, complete all required SAR's for the event if necessary (venue, food, paid performers, etc.)

Select a date & reserve a venue.

- Select a date and time after checking what other events may be scheduled for that date.
- Find a venue that is available on your specified date. If the ideal venue is not available, consider changing the date.
- Select a venue from the reservable spaces on campus.
- Note: if the event is outside, reserve an alternative inside location in case of bad weather.

Complete an Event Permit in Gator Connect if the event will be held on UF campus.

- Check on the status of your permit periodically.
- Respond to reviewers of the permit who may be asking for more information or for form submissions.
- Submit all relevant forms as indicated in the Event Permit.

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P L A N N I N G

Event Details

- Set-Up- Arrange the required setup - (chairs, tables, etc.) with the correct staff (Physical Plant, JWRU Event Services, Hotel Conference Planning, etc.)
- Audio/Visual Needs- Arrange for technical support with the venue
- Food- Be sure to check the University's food policy before you plan for food at your event. Consider applying for a Classic Fare Catering Scholarship.
- Contracts- If you are SG Funded and have a paid performer, complete necessary contract with SAI

Create a publicity plan.

- Make sure you have all the information on whom, what, when, where, why, and the American Disabilities Act (ADA) information (required, see the ADA section of this handbook for more information).
- Plan when ads will run both in print and other media.
- Plan where flyers will be distributed.

Arrange ticket sales if necessary

- On campus - University Box Office (JWRU) or Center for Performing Arts Box office contract should be completed at least two weeks in advance.
- Off campus - use good business practices in selling or distributing tickets and securing the money or checks.

Examine security issues

- Do you need UPD or T-shirt security? (This is identified in the Event Permit).

Be attentive at the event.

- Assess the audience
- Look for any safety issues or risks
- Are people interested and enjoying it?
- How many people are there?
- Thank the performer at the conclusion of the event.
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After the event

- Clean up the venue to the best of your abilities
- Evaluate the program and discuss its success or problems with your organization