

EVENT PLANNING GUIDE

So your organization has decided to throw an event of some kind. This could be anything from a formal to a video game tournament to getting together to watch the latest video from your favorite Youtube Channel. SGA has made a guide to help you turn your event into an EVENT.

Timeline

1 month out	AN IDEA IS BORN: Start with the idea and create a goal for what you want to accomplish for this event. (Ex. Recruit 3 new members; have a good time; build a sense of team).		
	Creating the Date: The first step of event planning is to set a date for the event. Everything else tends to fall into place afterward. This can become an issue if you need a specific location. If that happens, designate one person to get the location and notify the organization of a date. Make sure the date is far enough away to allow for adequate prep. Large events may take months; no event should take less than 2 weeks.		
	Set Committees: Appoint chairs and members for at least 3 committees: Planning, Logistics & Advertising. Complex events may require more. Chairs are individuals who are responsible for communicating details and plans and ultimately are responsible for that committee's success.		
2 weeks out	Planning Committee: in charge of buying/reserving supplies and food vendors.	Logistics Committee: in charge of coordinating activity on date of event (setup, cleanup, plan.)	Advertising Committee: in charge of coordinating and executing the advertising plan.
	Mid-Planning Meeting: Communication meeting where each committee reports on their activities so far. Planning should talk to logistics about what supplies were purchased and when they will be arriving. Logistics should begin assigning duties at the event. Advertising should be explaining their advertising plan.		
7 days	Planning Committee: finalize purchase orders; & request checkout of card	Logistics Committee: finalize & send list of responsibilities for the event. Check room reservation.	Advertising Committee: First round of advertising is distributed.
	Finalize delivery dates of items; prepare backup plan	Coordinate w/ Planning on backup supplies if still waiting on supply delivery	Second round of advertising (using a different medium) is distributed.
	Purchase backup supplies; coordinate with Logistics	Work out details of getting supplies to event space w/ Planning	Final reminder of advertising for attendance is distributed.
Day of the event	Setting Up: Everyone who is part of your organization should be coming at the time designated by your "Set Up Coordinator" in order to assist with putting together everything you need for the event. If a member of your organization is not present at the designated time or excused, they should be called in for a conversation with the Executive Council.		
	The Event: Execute your plan.		
	Cleanup: One of the most important items of every event is designating the cleanup crew. These individuals will be responsible for returning rented equipment, tearing down décor, and resetting the room to its normal configuration. (Cleanup should be one of the committees created in Step XX)		
Next meeting	Debrief: After every event, you should make time to do a SWOT analysis. (Strengths Weaknesses Opportunities and Threats). Write these down and include them in a document for any annual event to help the next facilitators plan the event for next year. Include it in your transition documents.		