

Leadership

PROGRAMMING GUIDE

KEYS TO A GREAT PROGRAM

- **Scheduling Rooms**

Where you hold your program is very important. The available facilities can determine audience size, date, and time. It can set the mood for formal, informal, workshop or auditorium style. Rooms get booked on campus quickly. **You must reserve them early, through the Scheduling & Events Office at <https://willamette.edu/offices/service-center/scheduling-and-events/index.html>.** You must be a registered organization to reserve space on campus. Stop by the Office of Student Activities (OSA) to learn how to become a registered organization if your group is not already one.

- **Establishing a Budget**

How much money do you have to work with? Will revenue need to be generated? What kind of resources do you have at your disposal to raise money and/or cover costs? If you plan on charging admission, it is important to consider what this fee will cover as well as how much participants will pay.

- **Timeline**

Many program planners find it helpful to make a timeline working in reverse: start at the day of the event and fill in publicity deadlines, facility agreements, etc. This is called a backwards calendar and it can help you see if you have a realistic time frame or if you are setting yourself up to be unable to meet your obligations.

- **Contracts**

Another thing to consider is that speakers and entertainers will want you to sign a contract. Be sure to read the contract thoroughly and have your advisor review and sign it. It is best to use the established WU contract for all events. This is available on the OSA website. **Students should not sign contracts because then they can be held financially and legally responsible for the event.** If you have questions, make a notation and ask for clarification. Check with the Student Activities staff if you have any questions or concerns about a contract.

- **Publicity**

There are many different ways to publicize an event – posters, flyers, banners, etc. Pick up the *Publicity Basics* handout in the Office of Student Activities for more information.

- **Program Details, Follow-up and Clean-up**

Be sure to make a list of what needs to be done before, during, and after the event and who will do them. What are your equipment needs? Do you need registration tables or table clothes? Special power hook-ups for speakers, computers or telephones? Be sure to ask your guest speakers or performers what materials or equipment they need in order to provide a quality program.

- **Little Extras**

As event planners we usually get caught up in the major elements of the program; publicity, bills to be paid, room reservations, and presenter information. Adding some finishing touches to your event can turn a great event into a fantastic event. How wonderful would it be if the people who attend your event left feeling excited and looking forward to your next program? The little things count.

- Have someone greet participants when they come through the door.
- Print out nametags if the event involves people meeting and interacting for the first time.
- Provide event volunteers with the location of the closest phone to call Campus Safety in case of emergency.
- Purchase an item from the Willamette Store as a gift for your guest performer(s) or speaker(s).
- Provide the audience with programs or event schedules.
- If handouts are to be used, make sure there are enough for everyone.
- Choose someone who enjoys public speaking to read a prepared announcement to introduce the program.
- Evaluate the program, and make suggestions for improvements next time.
- If appropriate, write thank you notes or find a way to show your appreciation for helpers.
- Create a folder/binder to pass on to the person who will work with the program in the future.

- Have party favors for more special events.

EVENT PLANNING CHECKLIST AND TIMELINE

It is important to stay organized when planning an event or program. There are usually many details to remember and tasks to complete. Use the checklist below to make your even extraordinary.

Title of the Event:

Brief Description of the Event:

Date of the Event:

Time of the Event:

Reserved Location (Rain location if outdoors?):

Contact Person with Email and Phone Number:

1. Brainstorm and Choose an Event Idea (12 weeks prior)

With a committee or by yourself, brainstorm a list of ideas you would like to provide to the campus community. Remember that there are no bad or outrageous ideas when brainstorming. Review your brainstorm list and discuss the feasibility of each idea. Then choose the program you want to work on as a committee or organization.

2. Develop Program Goals (as soon as possible)

Who is your target audience?

- | | |
|--|--|
| <input type="checkbox"/> CLA Students | <input type="checkbox"/> Kids |
| <input type="checkbox"/> Graduate Students | <input type="checkbox"/> Faculty & Staff |
| <input type="checkbox"/> Women | <input type="checkbox"/> Community Members |
| <input type="checkbox"/> Men | <input type="checkbox"/> Other _____ |

What are the Goals of the Program?

A.

B.

C.

3. Communicate with the Performer/Presenter if Applicable (12 weeks prior)

Take some time to call the performer or their agent to discuss cost, availability, needs, and other important information. Do not confirm or offer anything at this point in the planning. Remember you always need to have your advisor involved in this process because they must sign a contract for anyone who comes to campus. Students, regardless of their position, cannot sign contracts.

4. Reserve a Location (as soon as possible)

Determine which space on campus would work best for the program and then reserve it through the scheduling office at <https://willamette.edu/offices/scheduling-and-events/index.html> sure to wait until you receive confirmation before you continue the process.

5. Create a Budget (10 weeks prior)

Establishing a budget will assist you in using student funds appropriately and will help determine if you need to seek additional funding. Use the list below to help determine all of your expenses for the event. For fundraising information see the last page of this handout.

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> Artist's Fee | <input type="checkbox"/> Transportation | <input type="checkbox"/> Event Insurance |
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Catering | |

Willamette University
Office of Student Engagement and Leadership

Contract/Rider
Agreement

Decorations
Set-up

Equipment Rental
Advertising
Security

6. Design and Create/Order Publicity Materials (9 weeks prior)

All publicity should be designed to include necessary information relevant to the event. Interesting forms of publicity are good ways to attract people to your event. The Office of Student Activities has a wide assortment of supplies for your organization to use to make publicity. Remember to include all the sponsors' names (ASWU, etc.) on the publicity. Please allow plenty of time if you are using an outside vendor or WITS production design for your materials. Always be sure to include contact information with your <email> so that your publicity is not taken down.

7. Contract Performers (9 weeks prior)

All performers should be contracted, regardless of whether or not they are receiving payment. All contracts need to be reviewed and signed by a member of faculty, staff, or administration (typically your organization's advisor) to be official. Any performer that will be paid will also need to complete a 1099 form from the Finance and Accounting Office.

8. Reserve Guest Lodging (9 weeks prior)

Some performers need lodging (may be written in the contract). A list of typical lodging locations is available from the Office of Student Activities. Remember to consider transportation to and from the hotel, airport, or train station when arranging lodging.

9. Order Catering (6 weeks prior)

Food and beverages are often a nice addition to a program or event. If you would like to have any food or beverages at an event on campus, it must be obtained through Bon Appetit catering. No outside catering companies are allowed to service the campus without approval from Bon Appetit. To order catering, visit <https://willamette.cafebonappetit.com/> or call Bon Appetit at x6711. Remember to place your order at least 2 weeks in advance!

10. Purchase Decorations (2 weeks prior)

11. Reconfirm that everything has been ordered/reserved and arrival time (2 weeks prior)

<input type="checkbox"/> Rooms	<input type="checkbox"/> Security
<input type="checkbox"/> Volunteers	<input type="checkbox"/> Technical Support
<input type="checkbox"/> Catering	<input type="checkbox"/> Insurance
	<input type="checkbox"/> Set-up

12. Distribute Publicity Materials (2 weeks prior)

Make sure that you follow the poster distribution route, available in the Office of Student Activities!

13. Enjoy Your Program!

14. Evaluate Your Program!

It is important to evaluate your program's successes and areas for improvement. Not only will this give you and your organization a time to debrief and reflect, but it is an opportunity to take notes for transitioning and the future of your student organization. If you would like a Program Evaluation form, contact the staff in the Office of Student Activities.

***Another event planning checklist can be found in the Student Organizations Handbook. Make sure to reference both to ensure you've addressed all aspects of the program planning!