

## APSU Student Organization Event Planning Guide

*\*Following the asterisk, are further thoughts to help you plan your event.*

**Name of Organization:** \_\_\_\_\_

**Individual(s) Responsible for Coordinating Event:**

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Name of Event/ Activity:** \_\_\_\_\_

**Type of Event:**

- Fundraiser
- Conference/Seminar
- Program
- Retreat
- Social Activity
- Other \_\_\_\_\_ (describe)

**Date(s) Event:** \_\_\_\_\_

Make sure that you have consulted the University Calendar to determine if the date(s) chosen are optimal for you event.

*\*Often Student Organizations have several different programs on the same day and time by consulting the University Calendar your organization ensures the best possible attendance to your event.*

**Location:** \_\_\_\_\_

To reserve a location- <http://www.apsu.edu/calendar/>

**(Don't forget a rain location!!!!)** Rain Location \_\_\_\_\_

**Start Time:** \_\_\_\_\_ **End Time:** \_\_\_\_\_

**Co-Sponsors:** \_\_\_\_\_

*\*Co-Sponsoring with another organization is a great way to build a relationship with other organizations. Also, you can share the responsibility of planning, workers, and cost.*

**Number of People Attending:** \_\_\_\_\_

*\*Try to set realistic goals. It would be great if all students attended, but plan realistically and your organization will not waste valuable resources. (i.e. money, time, people)*

**Provide a brief description of the event/activity that you are planning and your goals and objectives:**

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*\*Don't forget to mention who it is for. Who is that target audience you are trying to reach?*

**How does this event promote the mission and purpose of your organization?**

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*\* When planning your event make sure that the event is appropriate. Do not plan an event just because your organization always has. Make sure that it is in accordance with the current needs of your organization.*

*\* Also keep in mind that all activities should be consistent with university rules, policies, and procedures. If your organization is questioning an event, visit <http://www.apsu.edu> A-Z index and then Policies and Procedures.*

*Policy number: 3:012*

*\*When planning an event there are always risks involved. Make sure that your organization is prepared for the hidden troubles.*

**Associated Risks**

*i.e. Travel to retreat location*

*i.e. Financial resources needed to cover costs of event*

*i.e. Promotion of controversial issue*

*i.e. Drowsy driving*

*i.e. Possible loss of revenue and resources if event is not successful*

*i.e. Alienation of members of campus community*

*i.e. Depart at a reasonable time with well rested drivers*

*i.e. Establish clear budget for covering expenses/ review all contracts to identify real costs,*

*i.e. Plan program with education in mind rather than negative messages*

**What resources have you consulted prior to determining that you can adequately manage this event?**

- Student Organization Adviser
- Student Life and Leadership Assistant Director
- Resident Life Assistant Directors
- Prevailing Professional Standards  
(For example, the Flying Club would use the Federal Aviation Administration Standards)
- Other Student Organizations That Have Hosted Similar Events
- Other \_\_\_\_\_

**Are you using an assumption of risk/waiver, medical release, and emergency contact form?**

\_\_\_\_ Yes or \_\_\_\_ No

*\*If there is a question about liability go to Polices and Procedures in the A  
-Z index, Policy number: 3:012 or contact the Office of Student Life and Leadership in  
UC211.*

**Does your program involve physical activity?  Yes or  No**

*\*Plan ahead for medical emergencies. Consider developing an assumption of risk to be signed  
by all participants.*

*\* Make sure that you know all emergency numbers.*

**Are you traveling?  Yes or  No**

*\*Review the Austin Peay State University policy concerning student travel. Find it at:  
[http://www.apsu.edu/student\\_affairs/travelguide/](http://www.apsu.edu/student_affairs/travelguide/)*

**If you are traveling, what type of transportation are you using?**

Personal Vehicle  University Vehicle

Plane  Rental Car

University/Chartered Bus

Other (Please Explain) \_\_\_\_\_

**Will your event require the assistance of the University Police for security and/or Parking,  
traffic, and transportation services for parking and traffic control?**

Yes or  No

*\*For assistance, contact the University Police Department at (931)221-7786*

**Is your activity an Open Event? ( Open to the campus, general public, or students at other  
colleges or universities and expected to draw over 200 participants)**

Yes or  No

**Are you contracting a service from a non-university business?  Yes or  No**

*\* Make sure that the business has a good reputation & that they have are licensed, if necessary.*

**Does your event involve the sale/distribution of items on campus?**

Yes or  No

**Are you planning on posting flyers or advertising on campus?  Yes or  No**

*\* Please review the Publicity & Posting Guidelines.*

*Find it at <http://www.apsu.edu/calendar/>*

**Are you using an APSU logo or trademark in association with your activity (i.e. t-shirts)?**

Yes or  No

*\*Don't forget to get your design approved by Public Relations and Marketing. Visit them at  
<http://www.apsu.edu/prandpubs/> for more information.*

**Have you reviewed your budget and purchasing guidelines as it relates to this activity?**

\_\_\_\_\_ **Yes** or \_\_\_\_\_ **No**

*\*A good idea is to review last year's budget for the same event; this gives you an idea of how best to use your budget.*

**Is your event accessible to everyone and have you made accommodations for people with disabilities?**

*\* If your organization has questions on how best to do this, contact the Office of Disability Services, at (931)221-6230.*

*\*Do not forget to evaluate your event afterwards. Ask yourself questions.*

- Did your event achieve its established objectives? Explain.
- Was your event a success? Why or why not?
- Did you encounter any unforeseen problems? If yes, how can you better prepare for in the future?
- Are you going to continue this event? If yes, what changes would you recommend for the following year?

*\*This is an invaluable tool to assess the success of your event and for successful planning for next year.*