

Event Planning Guidelines

Event Planning Basics

- **Date and Location:** Find a date and location for when you want to have your program.
- **Ideas:** Start to brainstorm some programs you would like to do over the course of the year.
- **Feedback:** Get feedback on your idea from other members of the APSU community.

Committees

- **Develop a Committee:** Form a committee to help you in programming. It is very important to have a committee because they can help you plan and run your event. The more work you can get your committee to do for you, the less work you have to do on your own.
- **Committee Meetings:** Hold one committee meeting every month. This will help you keep your committee together and it gives you a great forum to get feedback and ideas.
- **Incentive:** Give your committee some incentive to help you out. Show them that you are actually using their ideas and find ways to thank them for their help.

Preparing a Program

- **Plan your program:**
 - ✓ Decide what act you want to bring.
 - ✓ Make sure there is enough money to cover it and that the space and performer are available on the date you would like to have them.
 - ✓ Complete your proposal and present it to the GPC. (See “Forms” page)
 - ✓ If it passes, the advisor will contract the performer.
- **Fill out the Checklist:** After an event is accepted, fill out the checklist. The checklist is there to help you think about everything you need to do for your show.
- **Publicity:** Start to prepare some publicity ideas for your show. Run the ideas by the Public Relations Officer if you need some help. Publicity needs to start getting out 1.5 weeks before your show.
 - Remember: All PR materials must be sent to publications and the publication approval form must be filled out and sent over with the materials. Plan to send materials **at least 1 week** in advance.

The Week of Your Program

- **Chat with the Advisor:** I would like to have a brief meeting with you to make sure that everything is fine with your program. I will try and have these meetings with you at the GPC meeting before your program. I am always here to help you; all you need to do is ask.
- **Tie up the Loose Ends:** Make sure to pick up your checks and fulfill the Entertainment Riders for your program. If you need help getting to a grocery store, don't be afraid to ask myself or other council members to bring you to the store.

The Day of Your Program

- **Relax:** Everything will be fine with your program and all your work will pay off.
- **Have Fun:** Programs are supposed to be fun for APSU Students and the Programmers.