

## Step-by-Step Guide to Program and Event Planning

Goal setting and advance planning are keys to the effectiveness of an organization. Long range planning will help make the activities go smoothly and allow everyone to enjoy participating. Plans need to be made by the group, not just the leader. Plans made by committees or individuals should be reviewed by the whole group to increase the commitment of the members and to prevent misunderstandings.

1. Identify what you want to do and what you want for outcomes:
  - a. What is the outcome to be expected? Who are the participants? What type of activity will help you achieve your intended outcomes?
2. Identify the financial arrangements necessary to host your event:
  - a. What will be cost? Have you put together a budget? What can you get donated? When is the deadline to request funding from the Gocs Organization Council?
  - b. Are you planning on bringing an artist or entertainment that will require a contract for their services? If so, contact the office of Student Life and Leadership immediately to begin negotiating on behalf of the organization.
3. Identify what arrangements may be necessary:
  - a. Identify possible dates, times, and locations for your event.
  - b. Go to the University Facilities Reservation program to complete your Facility Reservation.
  - c. Staff in SLL and University Facilities will advise you on what other details might need to be arranged for your event and will coordinate efforts with other areas on campus on the organization's behalf.
4. Arrange for publicity for the event:
  - a. Once authorization has been received by the SLL, University Facilities, and GOC (if applicable), the event may be publicized. Be sure to following the posting policies provided in this handbook.
  - b. What kind of publicity will be used? Posters, ad in the school paper, flyers, etc.
5. Review all event file details prior to the event to make sure you haven't missed something.
6. Evaluate the activity after it is completed.
7. Follow-up:
  - a. Have all receipts been handed in and all bills paid?
  - b. Were participants and resource people thanked?
  - c. To ensure the future success of similar programs and other groups you may want to do a similar program, provide any additional notes or paperwork to SLL to store in the event file.

[Click here for an in-depth event planning worksheet](#)