EFFECTIVE STUDENT ORGANIZATION PROGRAMMING

Before you Program Plan
Planning a program for 15 people takes the same care as planning for 500—you will go through similar steps and planning strategies to make sure the event goes smoothly. Be sure to start with plenty of ideas, enthusiasm, and time to get it all together. Consult with your advisor or a member of the Center for Student Involvement (CSI) to assist you in your planning.

Proper Prior Planning

Determine the goals of the program.
- What are the goals and mission of the organization?
- Why does the organization want to sponsor the event?
- What does the organization consider a success?
  - Number of Attendance
  - Amount of Funds Raised
  - Amount of Public Awareness Generated
  - Sponsoring a Renowned Performer or Speaker

Determine the type of program.
- What are the goals and mission of the organization?
- Will the program be a traditional event or a new one?
- Is this a program the campus community would like to attend?
- Has the organization researched the entertainment, artist, speaker or event to determine whether the program will be successful or attended?
- Can the organization brainstorm ideas to create a new or unique event to sponsor?
- Will the event involve serving food?
- Are there any university policies, town ordinances, state or federal laws that prohibit the organization from sponsoring the event?

Determine the program based on the organization’s budget and other resources.
- How much money does the organization have to put towards the event?
- How much money does the organization have to generate from ticket sales or fund raising?
- Is there another student organization interested in financially co-sponsoring the event?
- Does the organization have enough members to plan, market, and work the event?

Determine the date(s) and time.
- What facilities are available? Consult with Event Management, Registrar’s Office or other facility offices for available dates and access time.
- If the organization is sponsoring a performer/speaker, what dates is the artist available?
- Are there meetings, major events, mid-terms or other activities scheduled during the date requested? Check university and student organization calendars.
- Does the organization have other commitments during the time of the program that may hinder planning efforts?
- Does the date allow enough time to plan the event and promote it to the campus community?

Determine the type of location and space needed for the program.
- How many people will be attending?
- What type event is the program?
- Will the program need chairs, tables, stage, sound, lighting, and audio visual equipment?
- Does the facility have any policies that may prevent the event from being scheduled in the space?
Steps for Planning the Program

Reserve the space.
- Complete necessary forms or contracts to reserve facilities on campus.
- Request access to the space to allow set-up time to load-in equipment, sound check, rehearse, decorate, and seat audience members.
- Reserve additional rooms for artists' green rooms, rehearsal space for performers, equipment storage and other activities associated with the event.
- Review all facility policies to insure.
- Receive a confirmation from the facility office. It is important that you do not assume that you have the space until you have received a written confirmation.

Confirm the Event/Book the Entertainment
- Contact the performers or agents to discuss details. (Ask CSI for assistance in contacting an artist.)
- Submit an offer for the performer.
- Obtain or create contract for the performer (See section on contracts)

Order Production (Equipment needed to produce the Program)
- Reserve tables, chairs, staging, sound, light, and audio visual equipment.
- For outside vendors, obtain contracts, insurance, and invoices for payment.

Budget
- Create a budget to include all program expenses.
- Determine the current balance, ticket revenue, and subsidized funding to cover expenses.

Tickets
- Determine if the program will require tickets and at what cost.
- Determine ticket price based on marketability of program.
- Determine the best date to begin to sell tickets.
- Order pre-ticket sales by completing the ticket form and submitting it to the Norris Box Office (See section on ticket guidelines).
- For door sales, order cash box through the Norris Cashier office.

Marketing
- Create a marketing plan and schedule to the target market.
- Review university publicity and posting policies.
- Design flyers, posters, banners, newspaper advertisements, email announcements, and web ads if appropriate.

Food
- Determine whether food will be served for organization's members, attendees, or the performer.
- If the event is in Norris, orders must be placed through Sodexho-USA.
- If the organization wants to bring in food into Norris, it must be approved by Norris. (See Norris' Food Policy).

Transportation
- If the program requires the use of vehicles for travel, errands, or to transport artists or members to the facility, reserve university vehicles from Motor Pool.
- Complete Motor Pool Request Form and obtain the necessary signatures to check out the vehicle from Motor Pool.
- Insure all drivers listed on the form are van certified and are the only ones designated to operate the vehicles.
- If the program includes transporting a number of students off campus, reserve buses through the University Services who can bill the organization internally and has the necessary liability insurance.

Security
- Determine security measures for guarding performer and equipment, securing the venue and cashbox, and insuring crowd control.
- Contact and consult with University Police to assign officers for all a major events.
- Contact private security company (Luna) for additional security when needed to guard performer, dressing rooms, event stage, and venue entrances.

Program Details
- Complete all other program arrangements including travel arrangements, hotel reservations, decorations, supplies, design/print programs,
- Submit invoices and contracts to SOFO to process checks to pay vendors and performers on day of show.
- Confirm all room, equipment, transportation, and catering reservations.

Plan Day of Event
- Create a day-of-show schedule with hour by hour listing of duties and activities before, during, and after the event.
- Assign members to duties to prepare for the event (load-in equipment, decorate, sell/take tickets, usher).
- Gather supplies, signs, and any items needed at the venue during the event.

Quick Tips: Planning
- Use checklists: Create checklists with tasks that must be completed before the program, including reservations, publicity, travel arrangements etc.
- Use Backwards Planning: Take a calendar. On the date of the program, work backwards and start with the last task before the program actually begins. Consider how long it will take to complete it and write it down. Continue with remaining tasks and create a timeline based on how many days are needed to plan the entire event. Put the tasks in order, noting any with pre-set specific due dates.