

PLANNING AN EVENT

Event planning is one of the most valuable contributions student organizations can make to our community. A huge portion of the social life at UAF is a result of the tremendous effort and energy student organizations put into planning successful events.

The success of your event depends on the amount of time and effort put into its planning. It is important to have goals and a plan of action. The lessons learned in a well-orchestrated planning process can be as valuable to your organization as the event itself.

Whether you are having a student organization meeting or a dance, planning early is often the key to showcasing your group and its interests.

Develop Goals and Objectives:

- Why throw the event?
- Who's going to attend?
- How does this fit into the mission of your RSO?
- What do you want attendees to walk away with (for example, learning outcomes)?
- Are you trying to raise money or "break even"?
- What will success look like for this event?

Figure out the details:

- Where and when will the event be held?
- What are the requirements for that space or format (online, in person, capacity, scheduling, etc.) ?
- Are you co-sponsoring your event with another student organization or University department, or sponsoring the event on your own?
- What's your budget?
- What do you specifically need to do to accomplish your objectives (items, activities, presenters, etc.)?
- How will you advertise?

Implement and Evaluate:

- Make sure you have a plan in place for the day of the event. Remember, you have resources at your disposal. If you have any questions, or you need any help, contact SLI at 907-474-1170 or uaf-sli@alaska.edu
- Gather feedback from participants! Be sure to pass on your notes to future club officers.