

Sun Devil Suggestions

So your student organization wants to plan an event? Great idea! Before you begin planning, here are few things to consider:

- Why is your organization planning this event?
Does it fit with the mission and goals of your group?
- How much money will you need for this event?
- What would be the best time of year for this event?
- Who will be your target audience?

Below you will find a step-by-step guide for event planning:

Step 1: Location, Location, Location!

For small and medium sized events, the Memorial Union might be just the location for you. As a registered student organization, you can reserve room space for free! If you do hold your event in the MU, you will also be able to reserve audio/visual equipment for your event if necessary. Contact Event and Meeting Services (965-3406) for details. For large events, consider Hayden Lawn, the Student Services Lawn, or the North side of the MU.

Step 2: Utilize Your Advisor

Involve your advisor in the event planning process. If your advisor has been with the group for several years, he or she will be able to offer you information about past events in terms of what's been successful in the past. If your advisor is new, he or she will likely have new ideas for this event.

Step 3: Publicity

Registered ASU student organizations have access to copies, free posters, sound equipment, a website for the organization, advertising and promotional materials for the organization's events, and so much more. Take advantage of YOUR resources! Also, consider reserving a mall table for publicity as well.

Step 4: Evaluation

Remember to evaluate all events and activities. You could use a formal evaluation system like a survey or a focus group, or you could simply have members of your organization ask participants informal questions during the event. The evaluation will give you invaluable information about your event.

Step 5: Record Keeping

Make detailed notes about the event for future years. Include the publicity used, the attendance, and a general list of ideas that you would suggest to improve on the program for the following year. The individuals planning the event in future years will thank you for it!

And remember...

The most important part of event planning is to **PLAN AHEAD**. The success of your event absolutely depends on it. This sheet simply covers the basics of event planning, however if you have questions about food on campus, charging admission for an event, or any other logistical matters, please contact the SDIC and we'd be happy to help you!

Resources

Be sure to attend the Student Organization Information Sessions. These helpful sessions provide specific information about your rights and responsibilities as a registered ASU student organization.

To learn more about event planning, you can also review the *Student Organization Resource Guide and Policy Manual*. Visit the Event and Meeting Services website for additional information:

<http://www.asu.edu/mu/reservations.htm>

And check out these other *Best Practices* that will help you when planning your next event:

- *Hosting a Guest Speaker*
- *Hayden Lawn Events*
- *Collaborating with other student organizations/ Coalition Building*
- *How to Plan a Service Project*
- *Reserving a Table in the Mall Area*