

# Office of Student Activities, Conferences and Special Events

# Event Planning Worksheet

Steps with this icon: should be completed in the Campus Connections event creation process

## 1. Set Goals and Objectives

**(a semester before the event)**

Think about the following questions to help develop the type of program you want to develop.

What do you want this program to achieve? \_\_\_\_\_

Who is your target audience? \_\_\_\_\_

How will you judge the success of the program? \_\_\_\_\_

## 2. Develop a Budget

**(a semester before the event)**

How much will you spend on this program? Be sure to develop cost estimates for all of these possible expenses.

### EXPENSES

Cost of the Performer(s) \$ \_\_\_\_\_

Travel for performer(s) \$ \_\_\_\_\_

Hospitality for performer(s) \$ \_\_\_\_\_

Lodging for performer(s) \$ \_\_\_\_\_

Technical Crew \$9.00 per person/per hour \$ \_\_\_\_\_

Publicity (news paper ads, etc) \$ \_\_\_\_\_

Duplicating \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL EXPENSES** \$ \_\_\_\_\_

### INCOME

Ticket Sales \$ \_\_\_\_\_

Co-Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL INCOME** \$ \_\_\_\_\_

## 3. Select a Date

**(at least 8 weeks before event)**

In order to optimize your audience, it is important to make sure you are not competing against any other programs. Before you finalize a date for your event, check the following sources to see if there is anything else going on:

Campus Events Calendar ([events.morris.umn.edu](http://events.morris.umn.edu))

Campus Scheduling System—Astra ([schedule.morris.umn.edu](http://schedule.morris.umn.edu))

Student Activities (call 6080 or stop by SC 15)

## 4. Reserve the Space

**(at least 8 weeks before the event)**

**Astra Schedule**—the online scheduling program can show you which rooms are available on the date(s) that you wish to schedule an event. Most rooms on campus can be reserved through Astra; Recital Hall, theatre spaces, and the PE Center are exceptions. Reserve all spaces needed, e.g. dressing rooms, reception room, hospitality room. Staff in Student Activities can help you get started, if needed.

	Event Date	Event Time	Confirmation
<input type="checkbox"/>	_____	_____	_____

## 5. Contracting with a Performer?

**(6 weeks before the event)**

Are you paying a band, speaker or performer? If yes, you need to work with the Office of Student Activities to contract the performer and arrange payment.

Enter all of the pertinent information in the Campus Connection event document. The University requires 30 days after all contracts are signed to process payment.

Book lodging for performer(s): Where: \_\_\_\_\_

# of nights: \_\_\_\_\_ # of rooms: \_\_\_\_\_

Kind of rooms (single/double, smoking, non)

Confirmation #: \_\_\_\_\_

Note: local motels will direct bill Student Activities for lodging; a purchase order is not necessary.

## 6. Need Technical Assistance?

**(5 weeks before the event)**

Do you need sound, lighting or special audio/visual assistance for your event? If so, talk with your performer or group to determine what you will need and make arrangements with the Student Center Tech Coordinator:

The Student Center can provide theatrical quality lights and concert quality sound for events in Edson Auditorium or Oyate Hall. Please contact the Technical Coordinator in the Office of Student Activities to make arrangements and for special requests.

Outside performers/speakers: Please contact the performer ahead of time to discuss technical needs or to obtain a technical rider. These details should be passed on to the Technical Coordinator. If unsure of the technical needs, please direct the performer to contact the Technical Coordinator directly.

**You're Not done yet!**

## 7. Need Ticketing?

**(5 weeks before the event)**

Tickets will be made available online at [tickets.umn.edu](http://tickets.umn.edu) and in the Office of Student Activities. If your event does not sell out in advance, we will provide staff to sell tickets at the door of your event. We can also provide consignment tickets for you to sell while tabling in advance of the event. There will be a \$0.55 per ticket fee for this service as well as a deduction of credit card processing fees from your total revenue so please factor these into your set ticket prices.

Date you want tickets to go on sale: \_\_\_\_\_

Price Types (i.e. Adults \$x, UMM Students \$x, Senior Citizens \$x, Youth under 18 \$x, etc):

\_\_\_\_\_

How many tickets to you want held (special guests, performers, etc): \_\_\_\_\_

## 8. Plan out Your Publicity

**(4 weeks before the event)**

If you want people to attend your event, it's important that you publicize the event in a timely way. Follow these steps:

- Campus Events Calendar—the campus web calendar will automatically draw information, including a description of the event, from the Astra room reservation, so it's important to accurately describe the event when making the reservation. Note: If your event is off-campus and doesn't involve an Astra reservation, you can submit information to be added to the web calendar by emailing Rebecca Webb at [webbrl@umn.edu](mailto:webbrl@umn.edu)
- University Relations, located in the Welcome Center, will write press releases to be sent to area newspapers and radio stations if you provide the information to them well in advance of the event.
- KUMM staff can create a promo announcement for play on KUMM.
- Email blasts to [ummstudents@lists.umn.edu](mailto:ummstudents@lists.umn.edu) and [UMM-ALL-EMPLOYEES@lists.umn.edu](mailto:UMM-ALL-EMPLOYEES@lists.umn.edu)
- Banners—paper, paints and markers are available in the Student Organization Center, SC 16.
- Flyers or posters—work with the Student Activities Graphic Artists to create publicity pieces.
- Come up with some other great ideas, try something new!
- Reserve a table in the Student Center Lobby through Student Activities and get your club to sit at it during prime times to promote your event

## 9. Distribute Publicity

**(2 weeks before the event)**

Time to get your publicity plans in motion.

- Get your poster or flyer to duplicating
- Distribute flyers around campus—post on bulletin boards only!
  - Residence Halls—46 copies to ORL; the CA's and RD's will hang them for you
  - Student Center—4 copies (they must be stamped by the Information Desk)
  - Science—2 copies
  - Behmler, South Entrance—1 copy
  - Minority Resource Center—1 copy
  - Education—1 copy                      Humanities—1 copy
  - P.E. Center—2 copies                  RFC—1 copy
  - HFA—2 copies                              Food Service—1 copy
  - Tunnel—2 copies                          Library—2 copies
- Off campus posters: Willie's, High School, City Center Drug, Common Cup, PdT Foods
- Send out an all student email ([ummstudents@lists.umn.edu](mailto:ummstudents@lists.umn.edu))
- Table Tents at Food Service and TMC

## 10. Last Minute Arrangements

**(week of the event)**

Time to wrap up all of those last minute details.

- double check your tech arrangements
- check with Student Activities to make sure all tech and setup arrangements are set
- pick up check for performer from Student Activities
- arrange any special hospitality items for your performer (water, green M&Ms, etc.)
- print programs (if needed)
- secure volunteers to help manage the event (do you need help with load-in, ushers, ticket sellers, hospitality, load out, cleanup, etc.?)
- Get purchase orders from Student Activities for any supplies you need to buy

## 11. Post Event Wrap up

**(the week after the event)**

- Return all receipts and purchase order copies to Student Activities
- Send out thank you notes
- write up an evaluation of the event to pass on to next year's leaders
- review your budget expenditures to see where you came out in the end

**And that's All.  
It's Really that Easy if you  
plan ahead!!!**