

# EVENT

# Planning 101



## TIPS AND TRICKS OF PLANNING EVENTS AT CLC

## SPECIAL NOTE ABOUT PROGRAM REQUEST FORMS:

1. **Start with defining specific outcomes and your target audience. This can assist with brainstorming good options and activities before implementing any program ideas.**
2. **Use a checklist to break the program down into easy steps and then delegate responsibilities.**
3. **When you have decided on an event, complete a Program Request Form to start the Event Approval Process. Work with SAI early on!**
4. **Work with SAI's Administrative Assistant to submit all necessary financial paperwork early and in full!**
5. **Ensure all requests have been approved prior to the event. Sometimes, different offices approve different forms or tasks.**
6. **Develop a timeline and task punchlist or to-do list to meet deadlines.**
7. **Create comprehensive marketing & advertising plans.**
8. **Evaluate risks to the event (like severe weather or artist cancellations) and develop contingencies.**
9. **Organize and communicate with staff for event set-up, management, and breakdown.**
10. **Remember to thank guests, vendors, staff, & others.**
11. **Debrief event hits (successes) and misses (challenges) with staff.**
12. **Assess, assess, assess. Analyze, record, report, use.**

Submitting a **Program Request Form** is an important early step you take in planning a program or event on campus. All student club / organization events or programs (excluding general meetings) require this form. Its purpose is to help student club / organizations manage their event and to identify which offices on campus need to be notified about a specific event. It is the responsibility of the club / organization's President to designate members who can submit Program Request Forms. Submitting a Program Request Form does **NOT** reserve the space for an event; you will still need to communicate with SAI to reserve any campus spaces for your group.



Start here

& key ideas

## EVENT PLANNING PROCESS

- 1 **brainstorming** CREATIVE, SAFE/OPEN, SPAGHETTI, POSSIBILITIES, OUTCOMES, AUDIENCE, PROBLEMS, IDEAS, ORIGINAL, DETAILS
- 2 **collaborating** MANY BRAINS, DIVERSITY, DISTRIBUTION OF WORKLOAD/COST, DUPLICITOUS
- 3 **planning** DETAILS, DETAILS, DETAILS - ACTION PLAN, PAPERWORK, REQUESTS, FORMS, STAFF, CONTINGENCIES, INVOLVING OTHERS
- 4 **promoting** COMPREHENSIVE/VARIED, GUERRILLA/ATTN, ORIGINAL, SCHEDULE, COST, PRINT, SM, VID
- 5 **managing** FOLLOWING PLAN, TACTICAL, RESPONSIVE, PROBLEM-SOLVE, DELEGATE, COMMUNICATE
- 6 **evaluating** SWOT, ATTENDANCE, MEASURES, DEBRIEF, SECURITY/VENUE PROBLEMS, DO AGAIN?



EVENT COSPONSORSHIPS	FOOD SERVICE & CATERING
<p>If you are approached about a <b>cospponsorship</b> by non-CLC groups or commercial vendors, please contact SAI to have the inquiry reviewed on a case-by-case basis. Do not begin the Program Request process for these vendors. Your club or organization must be the main sponsor on all promotional materials and <b>assumes all liability</b> for the cosponsored event, even the actions of the other party. All promotional materials will be reviewed and approved by SAI.</p>	<p>Student clubs and organizations are restricted to using Cafe Willow/Aladdin Catering. As CLC's food service partner, Aladdin has the <b>right to refuse</b> off-campus food on CLC property! The sale of MOST food by student groups is <b>prohibited</b>. Student organizations ARE allowed to sell baked goods and pre-packaged items, however SAI will review and approve all food sales.</p>
COPYRIGHTED MATERIALS	TABLING
<p>Any student group showing movies on campus or hosting video game events on campus is subject to federal copyright law and must be approved in advance by SAI to confirm that appropriate licenses have been obtained. Renting &amp; streaming a movie or video game without public distribution licensing or using a personal copy to show membership or the general public is <b>ILLEGAL</b> and subjects the parties involved (students, club/organization, and possibly the College) to fines of up to \$250,000 for a movie and up to \$50,000 for a video game. Films shown in a classroom by an Instructor and that are listed as part of the classroom syllabus are allowable exceptions to the copyright law restrictions.</p>	<p>Requests for tabling reservations can be made through SAI. Leaflets &amp; printed materials must abide by applicable College policy; tabling <b>may not disrupt</b> the day-to-day business of the College.</p> <p>Please refer to the Time, Place, and Manner Procedures Policy for more information.</p>
POSTING OF PRINTED MATERIALS	AMPLIFIED SOUND
<p>Per CLC's Posting Policy, SAI is responsible for reviewing and approving <b>all printed materials</b> that are displayed on College property. This includes, but is not limited to, posters, banners, banner stands, flyers, handbills, cards, table tents, pop-ups, etc. Additionally, student groups may only request permission to post materials in the Commons (holders) and in Student Street (clipboards).</p> <p>Please contact an SAI staff member to submit printed materials for review and approval.</p>	<p>Amplified sound must be cleared through the Program Request Process. Amplified sound may be used if properly requested, if permitted, and if approved at the locations, days, and times according to the <b>Time, Place, and Manner</b> Procedures Policy. Amplified sound may not disrupt the day-to-day business of the College.</p>

# EVENT PLANNING CHECKLIST & TIMELINE

It is important to stay organized when planning a large campus event or program. Use this checklist to help you plan as well as keep track of tasks to complete. The earlier you plan, the better your event will be!

PROPOSED EVENT TITLE: \_\_\_\_\_

PROPOSED EVENT DATE: \_\_\_\_\_

## 8 weeks before

ENTER DATE HERE:

**MOST IMPORTANT DEADLINE:** Have you submitted your PROGRAM PROPOSAL AND BAT FUNDING FORMS? (Forms are available online or at the SAI Office. 8 weeks is the deadline for Tier III events, but we'll always take them early!)

FINE TUNE YOUR EVENT			
What kind of event is it?	Fundraiser Social Gathering	Educational/Lecture Workshop/Training	Entertainment (music, comedy, etc.) Other
What is the main goal of your event?			
How will it benefit CLC students? Why will they want to come to the event?			
Is this a duplication of another campus event?			
What are some possible risk or liability issues?			
Does your ideal date conflict with anything else?			
Who is your target audience?			

## 7 weeks before

ENTER DATE HERE:

GET INTO THE DETAILS	
Are you contracting with a performer for the event? <input type="radio"/> Yes <input type="radio"/> No	If yes, please remember, CLC students CANNOT sign contracts. Have a preliminary conversation with SAI about cost, travel arrangements, audio visual needs, etc. to help with your planning process.
Who are some potential partners? Can we build a coalition around this event?	Potential Collaborators:
What is the budget for this event? Either Fund 28 or Fund 10 (BAT Approval)	Use the attached budget planning checklist to see how much you need to request & how much you need to fundraise!

# EVENT PLANNING: BUDGET CHECKLIST

Use this checklist to track your expenses, plan your revenue, and prep for filling out the budget request form for Student Activities and Inclusion.

<b>EXPENSES</b>	
Performer/Speaker	Fee: \$ _____ Hotel: \$ _____ Transportation: \$ _____ What is the cost estimate? \$ _____
Food <small>Get estimates from Aladdin / Café Willow or an external vendor.</small>	How many people do we expect? _____ What food will we serve? _____ What is the cost estimate? \$ _____
Decorations & Set-Up Supplies	How are we going to decorate? What can we borrow? What do we need to purchase?
Film/Play/Other License Fees	Fee: \$ _____ What is the cost estimate? \$ _____
Advertising	How are we going to advertise? Will we print flyers? Postcards? Table tents?  What is the cost estimate? \$ _____

<b>INCOME/FUNDING/REVENUE</b>
Are we selling tickets? <input type="radio"/> Yes <input type="radio"/> No
If yes, how much are we going to bring in? \$ _____
Do we have fundraised dollars? <input type="radio"/> Yes <input type="radio"/> No
If yes, how much are we contributing? \$ _____
Are we asking for funds from BAT? * <input type="radio"/> Yes <input type="radio"/> No

<b>TOTALS:</b>	
Expenses	\$ _____
- Ticket Sales	\$ _____
- Fundraising	\$ _____
	= _____ *
<b>*This is the amount we need to ask for from BAT.</b>	





# STUDENT ACTIVITIES & INCLUSION

Division of Student Affairs

## 3-6 weeks before

<p>ADVERTISING:</p>	<p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="radio"/> Made a flyer/table tent/postcard?</p> <p><input type="radio"/> Made a Powerpoint slide for the LCD screens?</p> <p><input type="radio"/> Made a social media event and invited our networks?</p> <p><input type="radio"/> Are we going to invite certain target audiences? Do we have invitations?</p>
<p>EVENT LOGISTICS:</p> <p>Note: If the event is new, complex, or will require security—setting up a meeting with the SAI in the 3-6 weeks before will really help!</p>	<p>Who is going to be in charge? _____</p> <p>Double Check that the following has happened:</p> <p><input type="radio"/> Reserved the space we need for our program? (contact SAI)</p> <p><input type="radio"/> Decided on the room set-up and audio-visual needs for the event?</p> <p><input type="radio"/> Confirmed that our advisor or other chaperone is available for the event?</p> <p><input type="radio"/> Ordered food for the event from Aladdin / Café Willow or another vendor?</p> <p><input type="radio"/> Completed the required SAI Program Proposal form? Funding form?</p>
<p>COLLABORATORS:</p>	<p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="radio"/> Met with other clubs/campus departments to plan out the collaborative elements?</p> <p><input type="radio"/> Provided the resources that our collaborators need?</p>
<p>EVENT STAFF &amp; VOLUNTEERS:</p>	<p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="radio"/> Decided how many volunteers we need for the event set-up? _____</p> <p><input type="radio"/> Decided how many volunteers we need during the event? _____</p> <p><input type="radio"/> Decided how many volunteers we need for the event clean-up? _____</p> <p><input type="radio"/> Decided what our volunteers are going to wear?</p> <p><input type="radio"/> Developed a volunteer recruitment plan?</p>
<p>TICKET SALES &amp; TABLING:</p>	<p>Who is going to be in charge? _____</p> <p>Have we:</p> <p><input type="radio"/> Reserved a table for selling tickets or to promote the event?</p> <p><input type="radio"/> Recruited volunteers to staff the table?</p>



ENTER DATE HERE:

# Event Evaluation



Mark an 'X' on the line for your overall event rating.



COULDN'T HAVE GONE ANY BETTER<

>WORST EVENT EVER

ANSWER THE FOLLOWING QUESTIONS AT A CLUB MEETING NO LATER THAN 1 WEEK AFTER THE EVENT.

Did we meet our event goals?

Did we meet our budget? Did we turn in paperwork to Student Activities & Inclusion on time?

Did we have enough volunteers for the event? For set-up and clean up?

TOP 5 THINGS WE DID THE BEST AT FOR THIS EVENT

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

TOP 5 THINGS WE NEED TO CHANGE FOR NEXT TIME.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Would we do this event again?

How did this program allow us to grow as a group, as leaders, and as officers?

Did we present a professional program? How did we enhance the image of our organization through this program?

Record the attendance at the event here: \_\_\_\_\_

Did we get our anticipated attendance? Did we advertise the best we could? Do we need to change any strategies?



# ADVERTISING, MARKETING, & PROMOTIONS

## TIPS, BEST PRACTICES, & POLICIES FOR STUDENT GROUPS & EVENT PLANNERS

### STUDENT STREET CLIPBOARDS



To reserve clipboard space, submit a request with SAI. Reservations for clipboard space will be approved on a first-come, first-served basis. A student group may only reserve a maximum of two (2) clipboard spaces during the same timeframe. The organization will be responsible for the posting and removal of flyers on the clipboards.

### CHALKING



Chalking is limited to **THREE** locations:

- the north and west sides of Cafe Willow (outdoor spaces near pergola).
- outside of the T Building on the concrete walkway to the Gymnasium.
- concrete walkway between A Building and B Building.

All chalking **MUST** be at least 20 feet from any entrances of the approved locations. Student clubs and organizations may only use water-soluble, dry stick chalk that is designed for writing and drawing on concrete or paved sidewalks; aerosol chalk, markers, paints, etc., is strictly prohibited. Chalk on buildings or other vertical surfaces, as well as on other sidewalks around campus is also prohibited.

### GENERALLY SPEAKING...



Mix it up! Be engaging and interactive! Get out of your comfort zone! Don't be self-conscious! Deploy various strategies! Guerrilla marketing! Use games or novelties!

Your marketing plan could include: posters, banners, banner stands, yard signs, handbills, flyers, promo tables, street teams, word of mouth, newspaper, radio, TV, marquee/electronic signs, website, e-newsletters, e-blasts, social media (paid and organic), portals, calendars, promotions, and more!

### GENERAL ADVERTISING POLICIES



The distribution of printed materials is defined as newspapers, handbills, leaflets, pamphlets, posters, magazines, and printed paper(s) of a like nature. Any individual, group, or organization desiring to distribute printed material on the College campus may distribute under the following conditions:

- Posters, flyers, etc., must follow the procedures referring to Distribution of Printed Material.
- Advertisements for the use, sale, consumption, or distribution of alcohol or illegal drugs are prohibited except for educational purposes such as alcohol awareness.
- All posted materials, banners, booths, and tables must clearly display the name of the sponsoring student club(s) and organization(s).
- Use of materials which include defamation, obscenity, or pornography is prohibited.
- The Americans with Disabilities Act requires that CLC provide reasonable accommodations and remove structural barriers to the provision of goods and services for persons with disabilities. Please take the time to look at the type of advertising you're deploying to see if you're using the accommodation language that makes sense for that program.
- Any advertising done via social media **MUST** conform to the CLC Social Media Policy!



# ADVERTISING, MARKETING, & PROMOTIONS

## TIPS, BEST PRACTICES, & POLICIES FOR STUDENT GROUPS & EVENT PLANNERS



### COMMONS & C-COURT ADVERTISING

To reserve acrylics, all student clipboards must be full. Groups may then speak with an SAI staff member for special permission to use acrylics. To be included on the dry-erase calendar, speak with the SAI Director for special permission.

To post anything large or atypical within the Commons or C-Court bulletin boards, follow the Posting Policy.



### PRINTING SERVICES

Registered student groups may request printing services by emailing artwork for approval and print request to the SAI Director (zclarkl@clcollinois.edu). Any printing requests will be charged against the student group's budget (either Fund 10 or Fund 28 monies). If a student group has neither budget available but would still like to purchase printing, they may do so but would need to speak with the SAI Director to receive a quote for services first and provide payment in advance of production. Allow two weeks for production of agendas, minutes, newsletters, posters, flyers, brochures, signs, or other basic materials. For more detailed or in-depth requests, allow for additional time as services may take longer during peak request times.

### OFF-CAMPUS ADVERTISING

20%  
OFF

To advertise off of campus, student groups should speak with SAI first to gain guidance on best practices. But, otherwise, student groups need to gain permission from the business or entity first before posting. Additionally, student groups are encouraged to work with Student Affairs' Student Engagement Coordinator to gain access to additional resources.



### MAILBOXES & MAILINGS

SAI has discontinued offering student groups access to telephones and individual mailboxes due to lack of use by student groups. However, special accommodations will be considered if your group is expecting any amount of mail. Speak with an SAI staff member with questions. Any group mail should be addressed as follows:

Student Group Name  
College of Lake County  
Student Activities & Inclusion, B106  
19351 West Washington Street  
Grayslake, Illinois 60030-1198



### REMOVING OUTDATED ADVERTISING

Student groups **MUST** remove any and all advertising immediately after an event ends!



### OTHER SAI SERVICES & EQUIPMENT

SAI provides student groups access to:

- Support in **planning & promoting your event**, including working through the CLC procurement and contracts process (which can be confusing), submitting room reservations, arranging food services, arranging facilities staff, booking audio-visual and other technical needs, producing print materials, etc. Speak with an SAI staff member early in your event planning process!
- Collecting money? Use SAI **cashboxes** or the SAI **Square** to collect currency and credit / debit card transactions.
- Need tickets? SAI can help you work with the James Lumber Center for the Performing Arts' Box Office to **generate tickets** for your event.
- SAI can help you advertise with Lancer **Radio** and with The Chronicle **Newspaper**.
- SAI can help you build and polish your **cocurricular transcript**. Speak with the SAI Director on how to do it!



# POSTING & DISTRIBUTION POLICIES

TIPS, BEST PRACTICES, & POLICIES FOR STUDENT GROUPS & EVENT PLANNERS

\*\*The Posting & Distribution Policies support and work in tandem with the Time, Place, & Manner Procedures Policy, governing activities, programs, and events on campus.

## DISTRIBUTION POLICY

With regards to the **distributing, soliciting, or disseminating** of printed or other materials:

1. Passing out materials may not interfere with access to College buildings or facilities.
2. There must be no interference with normal operations of the College; to this end, forcing someone to take materials is strictly prohibited.
3. Brochures, flyers, and leaflets must be handed out person-to-person and cannot be left in stacks anywhere on campus.
4. Disruptive, disorderly, or harassing conduct may not take place within any College buildings and facilities, including athletic or recreational fields.
5. Distribution of printed materials in classrooms is at the discretion of the instructor.

## POSTING POLICY

With regards to the **posting, hanging, or displaying** of printed or other materials:

1. No flyers may be posted on cars parked on campus.
2. Posting is only allowed on SAI clipboards or SAI acrylic holders (prior review and approval is required).
3. Posting on walls, statues, toilet stalls, trees, sidewalks, utility/lamp poles, doors, etc., is strictly prohibited.
4. Adhesives may not be used to post materials.
5. Unauthorized postings may not be hung within any College buildings and facilities, including athletic or recreational fields.
6. Signage required to break ground such as yard signs, feather banners, or flags may be required to be placed by Facilities Services (prior review and approval is required).