

## Running an Event 101. Part I

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**\*\*\* The success of every event is dependent on organization, preparation and excellent execution! Follow these simple directions and your event will be a HIT! \*\*\***

### 1. Be Organized:

- Make a list of everything that needs to be done for your event.
- Be sure to keep your notes organized and in user-friendly folders.
- Write down all of your ideas and categorize them accordingly.
  - For example, your idea can be regarding fundraising, or raising awareness, or securing a venue.
  - If you make a category for each idea, it will be easier to delegate later!
- These are some things you should think about when you are organizing an event:
  - What is the purpose of the event?
  - Where should the event take place?
  - How much money/funding is your club entitled to?
  - Do you have to submit an application to your student union or the university administration in order to qualify for funding?
  - What are the deadlines for such applications?
  - Does your event need sponsors? **\*refer to sponsorship letter template\***
  - How will your club advertise the event? When will you start to advertise?
  - How will you promote your event?
    - Posters
    - Websites
    - Visiting classes/making announcements
    - Campus newspaper
    - Handing out flyers/pamphlets
  - Will you be selling tickets for the event or collecting donations?
  - Will you be serving refreshments at the event?
  - Will you need volunteers to help plan the event? How many?
  - Will you need volunteers on the day of the event? How many?
- Set deadlines for each task! **\*refer to sample calendar\***
- Make sure that each executive member is able to meet the deadlines! You are all in university, so **be realistic!** Take into account class time, assignments and exams! These are all deadlines that must also be met!
- If you delegate all the tasks between all the executive members and volunteers of the club then it all becomes a piece of cake!

**2. Prepare:** Once you have all of your ideas down on paper it is time to prepare for the event!

- Delegate! Make sure that each executive member has a specific responsibility to fulfill.
- Be sure to meet all the deadlines in terms of submitting applications for:
  - Funding
  - Venue/Location
  - Sponsorship
- Get in touch with various departments related to your club (\*please refer to Campus Outreach section\*) and professors within those departments.
  - Ask the department to put your event on their listserv. This will give your club exposure and access to more students!
  - Speak with professor and see if they will allow members of your club to drop in during a lecture for a quick announcement!
- Start Tabling and tell people about your event!
  - Most universities allow students to set up a table in a designated area on campus in order to give students on campus exposure to what is going on in campus life!
  - **Promote! Promote! Promote!!**
- Start getting creative!!
  - Make eye-catching posters and displays that will draw students to your event.
  - Don't be afraid to be blunt and out there! This will catch people's attention!
- Will you be serving refreshments at the event?
  - Get in touch with various catering companies on campus! See who will give you the best deal!

**3. Execute!**

- The big day has come! You have been preparing for this for weeks! Now it's time to put everything that you have prepared into action!
- Make sure that every executive member and volunteer has a task to do! For example:
  - Who is in charge of greeting people?
  - Who is in charge of making sure the food gets there on time?
  - Who is in charge of the donations box? Or ticket box?
  - Who is in charge of the event schedule? That is, when will the event start, when will certain activities take place during the event, and when will the event finish?
- Most importantly, have FUN!! Sometimes things do not go as planned, however, you have to learn to roll with the punches and simply make the best out of every situation!!