

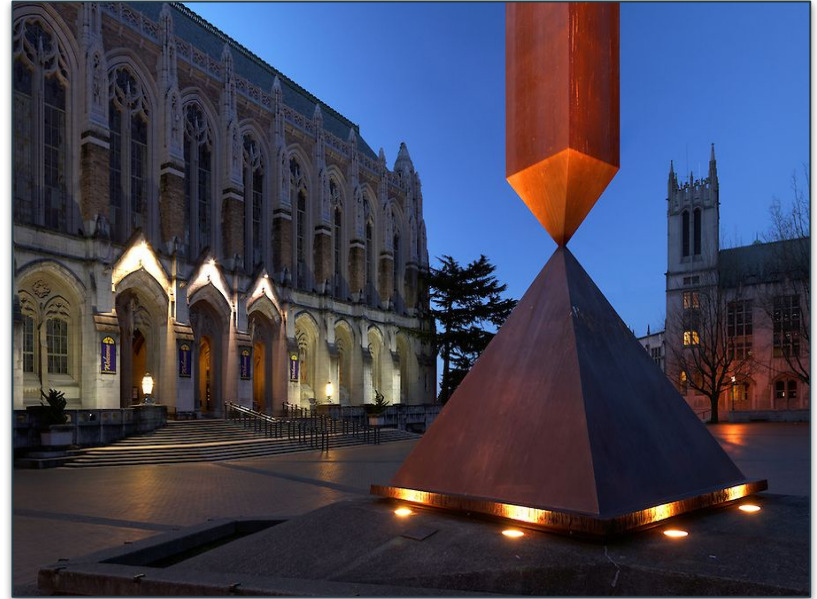


RSO Event Planning

— 7 Steps to a Successful Event —

Why Plan an Event?

- Event planning is a great way to connect with your community on your RSO's missions and values
- It is also a great way to raise awareness and attention for your RSO
- Event planning can also be a way to raise funds for your organization
- Event planning is a great way to further develop officers' and members' leadership skills



Step 1: Generate an Idea!

- *WHY* do you want to hold this event?
- *WHAT* do you hope to accomplish?
- Addressing audience needs and interests can be a good guiding point
- What will the **date** and **time** of the event be?
- What will you need? (ex. tables, chairs, stage, lighting, etc.)



Step 2: Choose Dates & Reserve Venues

- Check and see if there are other major events happening on your desired event
- As soon as you know your dates, **RESERVE YOUR VENUES FOR THOSE DATES**
- Many funding options require that you have a space reserved before applying for funding
- You can always cancel a reservation for free by the specified date on your invoice
- Finalize equipment needs and make any necessary reservations



Step 3: Craft the Event!

- Create a brainstorm list of ideas and details for your event
- After brainstorming, go through your list and determine the feasibility of the ideas
- Also consider other event needs:
 - Accessibility/disability needs
 - Guest speakers/musical acts
 - Parking & transportation
 - Food permits
 - Security
 - General items - pens, scissors, etc.
- How you will assess and evaluate your event?



Step 4: Consider the Budget

- Consider your event needs and what you will need to pay for. *Make sure to consider tax!*
 - Make sure to get quotes for each event piece so that you can have an accurate budget!
- There are also grants available from the HUB, ASUW, GPSS, and the SAO beginning in Fall
 - Apply for funding at least 3 weeks before your event, though **the sooner the better since funding runs out quickly!**
- You can also try crowdfunding through TogetherUW
- Using RSO resources can help cut down costs!



Step 5: Advertise Your Event - For FREE!

- There are several ways to advertise your event for FREE:
 - The RSO Directory Events Page
 - The HUB Calendar
 - The SAO Newsletter
 - Kane Hall Banners
 - Chalking
 - The Daily's RSO Update
- You can also use social media and the free copy options for RSO posters and flyers at the RSO Resource Center



Step 6: Event Time!

- Have a duty list for the event. Who will be doing what: during set up & clean up; check-in, welcoming guests, supervising, etc.
- Be sure to do a walkthrough of the event right before it starts to make sure things are in place
- Additionally, do occasional walkthroughs to ensure things continue to run smoothly
- Be flexible - don't stress over small issues
- Be sure to have fun and enjoy the event!



Step 7: Evaluate & Assess

- While the event is over, take a moment to evaluate and assess it
- What went well and what could improve? This can help guide future RSO leaders' event planning efforts, especially for annual events.
- Make sure to celebrate your successes and take steps to plan for changes to improve success if the event will be repeated
- You can also take a moment to reflect on what *you* learned and how to apply it in life



The background of the slide features a soft-focus photograph of a park during cherry blossom season. A large, dark, textured tree trunk is prominent on the right side. The upper half of the image is filled with the delicate, pinkish-white blossoms of cherry trees. In the lower middle ground, a group of people is seen walking on a path, their figures slightly blurred. The overall lighting is bright and airy, typical of a sunny day in spring.

Questions?

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