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.
Questions?