

# EVENT PLANNING GUIDE FOR RSO'S

## Brainstorm

Brainstorm your event: Think about the who, what, where, when and why of the event. <https://hub.washington.edu/wordpress/wp-content/uploads/2019/06/RSO-Event-Planning-Slides.pdf>

## Meet

Meet with your advisor to get advice and make sure your event can happen. <https://hub.washington.edu/get-involved/sao/sao-advisors/>

## Budget

Decide on your budget – where is the money coming from? How will you spend the money you get? <https://hub.washington.edu/get-involved/sao/rso-benefits-training-policies/rso-funding/>

## Forms

Fill out any necessary forms or paperwork. Your advisor can help you with this process. <https://hub.washington.edu/get-involved/sao/rso-benefits-training-policies/rso-forms/>

## Timeline

Ensure you have a reasonable timeline, most events need 3 weeks minimum to plan. <https://hub.washington.edu/wordpress/wp-content/uploads/2019/06/RSO-Event-Planning-Guide.pdf>

## Logistics

Figure out what you need for your event, like sound or lighting or ticketing, etc. <https://hub.washington.edu/get-involved/sao/rso-benefits-training-policies/rso-policy-guide/>

## Food

Food requires special permits for most events. Please talk to the EHS office before planning any food. <https://www.ehs.washington.edu/workplace/food-safety-program/temporary-food-service-permit>

## Advertise

There's lots of free/cheap ways to advertise on campus – including the HUB Screens! <https://hub.washington.edu/campus-services/hub-advertising/hub-digital-displays/>

## Assess

Assess your event – how did it go? Remember to take a picture to send to SAO for our records! [https://www.instagram.com/uw\\_sao/](https://www.instagram.com/uw_sao/)

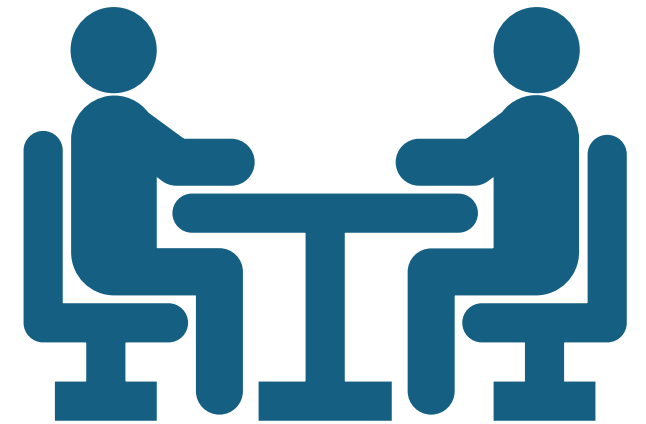
# Brainstorm

- What is the event? Big or small? What elements will it have?
- What is the desired outcome of the event?
- Who is your target audience?
- How will this event help your org's goals?



# Meet

- Meet with your advisor! Advisors plan events all the time and have great tips for making your event a success.
- Advisors can help with budget, forms, and choosing a location.
- **You must meet with an advisor to get funding, hold fundraisers and get certain events approved.**
- Meet with your club – make sure the event is something everyone would want to attend! If you don't want to be at the event, why would other students?





# Budget

- Determine the budget for your event.
  - Costs may include room rentals, food, decorations, speakers/performers, audio rental, table/tent rentals, advertising, etc.
- Where will the funds be coming from?
  - HUB RSO Fund
  - UW Alumni Association Fund
  - GPSS
  - ASUW
  - Affiliated Academic Departments
  - Self-funded
- Be flexible – your dream event might not be in your budget or you might be able to dream bigger!

# Forms/Resources

- [University Use of Facilities Request \(UUF\)](#):
  - **Are you inviting non-UW people to your event? Are you reserving an outdoor space? Will there be outdoor amplified sound? Is the event political in nature?**
    - *If you answered yes to any of these questions, you will need to submit a UUF. Meet with your Student Activities Advisor to go over UUF guidelines and form submission.*
    - *Any RSO tabling or RSO event with amplified sound (portable speaker, cell phone, boom box, sound system, etc.) must be approved by an advisor.*
- [Fundraising Form](#): If your event is a fundraiser or you are selling tickets to your event, contact your Student Activities Advisor to go over fundraising guidelines and form submission.
- [Temporary Food Service Permit](#): If you are serving food on campus you may need a temporary food permit through UW Environmental Health and Safety. Contact the UW EHS office to determine if you need a food permit.
- **Security**: If your event will be large scale (100+ ppl), you may need to have security present. UWPD can also determine any needs for security staffing. Contact your Student Activities Advisor to help arrange for security or police staffing.
- [Parking](#): If you anticipate that you will need to reserve parking for your event, you can coordinate with Transportation Services to order special parking lots, parking passes, and event signage.
- **Special Guests, Speakers, or Performers**: Contact your SAO Advisor to go review the process for hiring performers. Policies do apply for special guests so your Advisor must be a part of the process.

# More Event Resources

- [Mazevo](#)
  - **This is the online website where most on-campus UW room reservations happen.**
    - Hub Rooms: <https://hub.washington.edu/reserve/book-a-space/request-login/>
    - Most UW Classrooms: <https://eventservices.uw.edu/classroom-rental-policy/rso-meeting-guide/>
- [Alcohol Service Request \(ASR\)](#): If your event is having alcohol you will need to submit an ASR as well as a permit with the city. Contact your Student Activities Advisor to go over alcohol permits and form submission.
- [Food Trucks](#): Food Trucks need to go through UW Environmental Health and Safety permitting process. Contact the UW EHS office to obtain permission for a food truck.
- [Fire/Assembly Permit](#): If your event will be large scale (250+ppl) and outside, you may need to have an assembly permit. Contact your Student Activities Advisor to help determine if you need a permit.
- [Ticketing](#): If you would like support in selling tickets for your event, The HUB has ticketing services for student organizations. Please reach out to The Hub for more information on ticketing guidelines.
- [General Safety, Covid Guidelines, etc.](#): Please remember to maintain general safety practices like staying home if you are sick or preparing for emergencies.

# Timeline

- **Depends on the size of the event.**
  - Big events should be planned at a minimum 3 months in advance. Depending on the size of your event, you might need more time to plan, talk to your advisor about your timeline.
- **Considerations:**
  - Venue – some of the popular spaces on campus are booked 1 year in advance!
  - Speakers/Performers/vendors: Remember to have a contract! If you are going through UW to pay for performers or vendors, it takes 6-8 weeks to get a contract signed.
  - Advisor capacity - we have over 1000 RSO's and only 6 advisors. SAO may not be able to accommodate last minute requests.
  - Food permits – need lots of time!
  - Advertising considerations – sure you might be able to get the event together in 1 week, but will anyone come if they don't know about it? Try to give yourself at least 2 weeks for advertising.



# Logistics

- **Day of the event considerations**

- Schedule of the day – who is working the event, what time will they be there, what will they be doing at the event, etc.
- **Contact person – Who is the main contact for the event? Who will handle emergencies if they come up?**

- **Room/Space considerations**

- Set up time – did you give yourself enough time to set up
- Clean up after the event – make sure you leave the space the way you found it
- Tables for food
- Check-in tables
- Microphone for speaking
- Amplified Sound
- Chairs/seating - make sure you have space for people of all sizes and abilities to move around and sit if needed
- Computer/Projector - adapters, laptops + power cords
  - Test all visuals/videos/presentations prior to your event!

- **Outdoor venues:**

- Bathrooms
- Garbage
- Lighting
- Tents, tent weights
- Tables/chairs



# Food

- Events with food are heavily regulated by the UW Environmental Health & Safety office.
- **DO NOT HAVE FOOD AT YOUR EVENT WITHOUT CONSULTING UW EHS**
- Start by reviewing their website:
  - <https://www.ehs.washington.edu/workplace/food-safety/temporary-food-service-permit>
  - Email them with follow up questions: [phdept@uw.edu](mailto:phdept@uw.edu)



# MAKE YOUR EVENTS ACCESSIBLE

Fill out the Inclusive  
Events Fund Application  
**now open** to request  
funding!

RSOs & ASUW  
Entities are eligible!



Office of  
Inclusive  
Design

**ASUW**

ASSOCIATED STUDENTS OF THE  
UNIVERSITY OF WASHINGTON



## Accessibility

- Did you know ASUW provides funds to make your event more accessible?
- The Office of Inclusive Design can provide funding for CART Captioners, ASL Interpreters, translators, accessible spaces, and more. Please contact us at [asuvoid@uw.edu](mailto:asuvoid@uw.edu) if you have any questions!
- Apply for funding [here](#).

# Advertising

- [HuskyLink](#) – #1 website for new students finding out about events
- Free advertising:
  - HUB IG
  - SAO IG
  - Campus Screens:
    - [HUB](#)
    - [Library](#)
    - Dorms / Res halls
- Flyers – print at [RSO Resource Center](#) in the HUB - all clubs get a limited number of free prints
- Email – share your event with various communities like the ECC, Res Halls, ASUW, GPSS, etc.



# Assess

- What went right/wrong?
- Take Notes and pass them to the next person organizing the event or keep them in a shared folder.
- Where could you have saved money/spent more money?
- Pics! Share with SAO IG

[https://www.instagram.com/uw\\_sao/](https://www.instagram.com/uw_sao/)

# Tabling FAQ

- What is tabling?
  - Tabling is when an RSO is setting up a 6ft or smaller single table (not multiple tables) for informational or fundraising purposes.
  - RSO's are not allowed to have amplified sound during tabling (electronic devices playing music) in outdoor spaces without a [UUF](#) and [space reservation](#).
- Where can I table?
  - UW is an open campus and RSO's are permitted to table in [outdoor spaces managed by facilities without a space reservation](#).
  - If you are tabling in a building you must reserve that room/space.
- How can I get a table?
  - RSO's can use the [RSO Resource Center](#) to rent equipment to table
- Please consult with your SAO advisor if you have questions about tabling.

# REMEMBER: Pro tips from SAO

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Talk to your advisor! They can help you with any part of the event.



Give yourself enough time! Don't miss deadlines or it can impact the success of your event.



Collaborate! Events are easier when more people can help out - ask for support so you aren't doing everything yourself.



Communicate! If people don't know about your event, we can't help promote it or help make it a success.