



Event Planning Step-by-Step

There are many important and sometimes forgotten elements involved in planning events. This document can serve as a basic guide as you begin to plan an event on campus. For more complete information, please refer to the Event Smart tab on The SOURCE website.

Who, What, Where, When, Why?

- Work with the members of your student organization to assess the potential audience and their needs, interests and the purpose of the event. Think about how this event will add to the value of The University of Alabama experience or impact students in a new and different way.

Budget

- Decide how much of your budget you can and want to spend on the program/event. Think about co-sponsorship. If you co-sponsor an event, it is recommended that you sit down with the group and discuss how each of you will contribute. You may consider apply for a SOURCE Collaborative Grant (<http://thesource.ua.edu>)
- Attend a Foresight Meeting (<http://thesource.ua.edu/financial-resources>) so that you can gain potential access to SGA Financial Affairs Committee (FAC) funds. To be competitive in the FAC process, you will need to have a detailed proposal of your event plans, a budget, and a representative who can attend the Foresight & FAC meetings (which are separate).

Select a date & reserve a venue

- Select a date and time after checking what other events may be scheduled for that date. You can check the events tab on mySOURCE for event information or the UA Crimson Calendar. Also take into consideration majors events in and around the UA campus that might impact your event.
- Find a venue that is available on your specified date. If the ideal venue is not available, consider changing the date. Check out our website for additional venue resources (<http://thesource.ua.edu/reserve-meeting-space>).
- Select a venue and be sure to have the name and contact of the individual you reserved with, but also a confirmation number (for some locations; i.e.- Ferguson Center, AIME Building)
- Note: if the event is outside, reserve an alternative inside location in case of bad weather. For outdoor events, you cannot reserve in advance, but will utilize this online event planning process to submit the request.

Complete an Online Event Planning Form in “mySOURCE” if the event will be held on the UA campus and involves 50 or more individuals. Once you have submitted, you should:

- Check on the status of your event request periodically.
- Respond to reviewers of the event form who may be asking for more information or for form submissions. Failure to respond on the event registration “comments wall” can result in delayed approval or cancellation of your request.
- Submit all relevant forms and information as indicated in the Online Event Registration Process.

Event Details

- **Set-Up**- Arrange the required setup - (chairs, tables, etc.) with the correct staff. That will consist of either the building where the event will take place, Facilities & Grounds, and/or other setup needs.
- **Audio/Visual Needs**- Arrange for technical support with the venue if needed. If amplification is a part of the event, make sure to review the
- **Food**- Be sure to check the University's food policy before you plan for food at your event. Consider applying for a Bama Dining Food Grant. (see <http://thesource.ua.edu>)
- **Contracts**- If you are FAC Funded and have a paid performer, complete necessary paperwork with Sherry Phillips, FAC advisor. If you are hosting a movie, then you need to remember to get Swank Movie Rights.
- **Events with children or minors**- Currently, any event that may involve children or minors is subject to review and submission through the online event planning process. The Event Coordinator and President of the event will be required to take an online Child Protection Training Course (roughly 15 minutes).

Create a publicity plan

- Make sure you have all the information on whom, what, when, where, why, and the American Disabilities Act (ADA) information (required, see the ADA section of this handbook for more information).
- Plan when ads will run both in print and other media.
- Plan where flyers will be distributed. Adhere to all rules and regulations regarding posting and advertising.

Arrange ticket sales if necessary

- **On campus**- Student Org Tix (The Office of Student Involvement) online ticket option
- **All selling of merchandise/tickets, etc., must be sold INDOORS** for any and all events.
- Off campus - use good business practices in selling or distributing tickets and securing the money or checks.
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Examine security issues

- Do you need UAPD or an approved security vendor? For large-scale social events, you are required to have security; All other events are subject to security if requested by the administrators reviewing the event.

Be attentive at the event.

- Assess the audience
- Look for any safety issues or risks
- Are people interested and enjoying it?
- How many people are there?
- Thank the performer at the conclusion of the event.

After the event

- Clean up the venue to the best of your abilities
- Evaluate the program and discuss its success or problems with your organization