

Club Event Planning Guide

INTRODUCTION

Whether you have experience in event planning or this is your first time, planning an event can seem stressful, and it can be hard to decide where to start. This Event Planning Guide gives you a basic structure on how to start planning your club event. Remember to also use the Manager of Student Engagement for assistance and any questions you have along the way.



START AS EARLY AS POSSIBLE

Your event planning should begin long before you even submit your event request and get the approval for your event. It would help if you aimed to have your plans ready and your event submitted and approved by the SA four weeks before the event. This deadline is more crucial when requesting space within the college.

Use the timeline below to know how to manage your event planning time effectively.

10 Weeks Before:

- Establish Event Goals and Objectives
- Decide Budget
- Check in with the Manager of Student Engagement
- Delegate tasks to committee/club members
- Identify any Risks

9 Weeks Before:

- Set a Date and Time
- Choose Location
- Choose a Theme/Topic
- Create a basic agenda
- Meet with Organizers (faculty, club, external guests)

8 Weeks Before:

- Apply for Funding
- Book Space on Campus
- Plan set-up logistics for the day of the event
- Create a marketing plan
- Research Speakers (if applicable)

6 - 7 Weeks Before:

- Secure Speakers
- Secure MC/Host
- Create a Social Media Event Page (make a post if you already have a club-specific social media)

5 Weeks Before:

- CONFIRM speakers/guests
- Set up Eventbrite/URSLC or other RSVP/ticketing software
- Send invites to industry/alumni

4 - 3 Weeks Before:

- Market event around campus (posters, social media, etc.)
- Book catering
- Confirm any AV requirements

2 - 1 Week Before:

- Send reminders to guests
- Send reminders to speakers
- Arrange photography at the event
- Create a sign-in form (can be done through the new URSLC platform or Jotform)
- Create name tags

Week of Event:

- Follow up on the catering
- Follow up on AV
- Ensure signage created
- Write thank you cards

Day of Event:**Beginning of the day:**

- Post signage
- Review and Print attendance for the event
- Gather AV equipment and inventory other equipment needs
- Be familiar with the location

As soon as the room is available:

- Set up seating/registration table
- Ensure room is clean and ready

1 hour before:

- Set up banners
- Get catering
- Set up AV
- Set out any forms needed

After:

- Remove signage
- Collect leftover forms
- Return AV supplies
- Return banner and supplies
- Put all equipment back where it came from

Post-Event:

- Write Post-Event Report
- Thank all speakers and attendees
- Send out post-event evaluation
- Debrief with organizers