

# planning a program

(plān ing ⇒ prō'grām')

v. organizing events in a thoughtful manner – and well in advance!

## **Before any planning:**

- Who is the target audience?
- What are the needs and issues facing the target audience?

## **Logistical planning:**

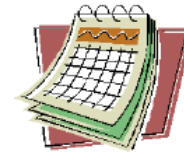
### **Research different speakers, programs, forums, and bureaus.**

- What has been successful in the past?
- Talk to other groups about what programs they have done.
- Visit OSA to browse through the programming resources.



### **Determine the budget for the event.**

- How much will the entire program cost?
- Will you charge admission?
- Try to negotiate and save money.



### **Pick a few dates for the program.**

- Check the campus calendar (<http://spark.wustl.edu>) to be sure you will not be competing with a major campus event.

### **Be sure to reserve the facility as soon as possible.**

- Do not offer a contract before knowing there is space to host the event.
- Consider set-up details – will you need tables, chairs, tablecloths, decorations, etc.?

### **Reserve the proper technical equipment.**

- This can be reserved through Gargoyle Committee or other companies in the area.



**define yourself. get involved.**

### Food at the event – shop around.

- Bon Appetit Catering - 935-5054
- Do the shopping yourself at Schnucks, Dierbergs, or Sam's Club.
- Look through the vendor list from the Student Union Business Managers.



### Alcohol at campus events.

- Is alcohol at the event necessary?
- Meet with OSA Coordinators to discuss alcohol policies and programming considerations.

### Decide guest policy – options include:

- Wash U students, staff and faculty only
- One guest per Wash U ID



### Submit an Event Approval Form to OSA.

- Event Approval forms are available in the Social Programming Help Center in OSA and must be submitted at least 10 working days prior to the event.

### Publicize the event.

- Refer to the Publicizing and Promotions card.

### Set an itinerary.

- If a speaker, comedian, musician, etc is part of the program, be sure to have all of their accommodations taken care of (hotel, meals, transportation)
- Set-up
- Check-in
- Security arrival
- Catering arrival
- Attendees arrival
- Clean-up (prior to the event, contact Aramark – 935-9314)



### After the event:

- Do a brief evaluation of what went well and what could be improved for next time.



**define yourself. get involved.**

Office of Student Activities ★ [www.getinvolved.wustl.edu](http://www.getinvolved.wustl.edu)