

2008

A Winding Rhode: An Event Planning Manual for Every Rhody Ram

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Recommended Citation

Nussinow, Jennifer, "A Winding Rhode: An Event Planning Manual for Every Rhody Ram" (2008). *Senior Honors Projects*. Paper 76.
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A Winding Rhode:

An event planning manual for every Rhody Ram



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A Ram's Beginning: Introduction to Event Planning for the University of Rhode Island

In the following pages you will find a guide to assist your student organization with planning an event at the University of Rhode Island. The vision and dedication your organization puts forth contributes to the betterment of URI. The participation of your organization in special events will enhance opportunities for organizations and students to develop skills in:

- Time management
- Self management
- Team building
- Leadership
- Resource management
- Community building

In this manual you will be able to find event planning information on:

- Organization
- Goal setting
- Planning
- Management
- Budgeting
- Marketing
- Resources available at URI

This is only a guide and the outcome is dependent on your organization's commitment. Alterations may be needed depending on the event. Congratulations on undertaking this process that will provide further growth for awareness of your event at URI.

Organizing and Assessing the URI Community:

✓ *Current Operations*

- ❖ Is there an event at URI that is similar to the event at hand?

yes no

- ❖ If yes, then will your efforts duplicate or contradict existing programs?

yes no

✓ *Needs*

- ❖ Discuss with advisor:

goals

mission

- ❖ What ideas would others on campus support?

✓ *Resources*

- ❖ Availability and skill level of:

- Organization [is it a national (Relay for Life); campus wide (Club Sports); or non-existent yet?]
- Leaders (Who will head the group? Do they have any leadership experience?)
- Members (How big is the organization? Are there enough people to staff the event?)
- Spaces (What venues are available? Are they big enough? Are they able to be used?)

- ❖ Approximate cost of your event: \$_____

Goal Setting:

✓ *Target Audience*

- ❖ Who is our target audience?
- ❖ What marketing techniques will reach these segments?
- ❖ Are there potential venues accessible for the segments?

yes no

✓ *Needs of Target Audience*

- Special accommodations
- Disabilities
- Scheduling
- Transportation

✓ *Desired outcomes & objectives*

- ❖ Outcome and objectives must be made clear to all members
- ❖ Who will be responsible for overall event? Coordinator(s)?
- ❖ Questions to ask:
 - ✓ Is it educational?
 - ✓ Does it promote community building?
 - ✓ Is it a recruiting event?
 - ✓ How will you measure if goals were reached?
 - Money, members, satisfaction of members, etc.

✓ *Develop a mission statement*

- ❖ Be clear about why event is being sponsored and the purpose

✓ *Brainstorm*

- ❖ What activities will meet the set goals?
- ❖ What kind of activity can the existing resources support?
 - ✓ Is it worth the estimated cost?
 - ✓ Possible/available dates? Seasonal (weather)?
 - ✓ Conflicts-are there other events that could be scheduled at the same time/day/week?
 - ✓ Timing of publicity
 - ✓ Are there other organizations that could be partners in this event?
 - ✓ Policies and procedures that could be foreseen?
 - ✓ Type of event- Non-Profit/Public/Free etc.
- ❖ Working title of event _____

Planning:

✓ *Consult Past Files*

- ❖ Has an event like this been done before?

yes no

- ❖ If yes:

- ✓ Was it successful? Why or why not?
- ✓ Can your organization learn from their best practices?
- ✓ Improvements?

- Plan early and allow time for:

- Staff member/advisor's schedule's
- Deadlines
- Processing periods (for checks, mailing invitations, people to receive e-mails)

✓ *Team*

- ❖ Gather a small but effective working group

- ❖ Look for a broad range of skills

- ❖ Establish sub-committees

- ❖ Questions to ask:

- ✓ Who will be the event coordinator?
- ✓ What role will the President of the organization play?
 - Remember: the President is responsible for the wellbeing of the group, not always the management of the entire event

- ❖ Staff

- ✓ Who will staff the event?
 - Remember: non associated members often may offer great advice
- ✓ Do you have enough committee members to support the event?

- ❖ Training

- ✓ What members are best suited for tasks?
- ✓ Do you need extra time to prepare a committee for an activity?

✓ *Approach*

- ❖ For the desired target audience

- ✓ What is the best learning style for your target audience?
- ✓ What media is available?

-Print ads/WRIU/TV/Cigar/Sidewalk chalk/Webmail/Uri.edu

✓ *Extent of Program*

- ❖ How long? Hours? Days? Week?
- ❖ Simple event or complex?
- ❖ Will there be food? Speakers? Entertainment? Additional costs?
 - Remember: be creative to make your event stand out

✓ *Timelines*

- ❖ Determine target date of event and work a timeline backwards for specific due dates
 - Remember: avoid major holidays, exams, special events
- ❖ Is there realistically enough time to plan?
- ❖ Have each sub committee create a timeline

✓ *Budget*

- ❖ Questions to ask:
 - ✓ What is the current *available* budget?
 - ✓ Fundraising needed?
- ❖ Tickets
 - ✓ How many spots available and to whom?
 - ✓ Price of entrance?
 - ✓ Date of sales?
 - ✓ How much revenue estimated?
 - ✓ Who will work to sell?
- ❖ Costs
 - ✓ Food
 - ✓ Room
 - ✓ AV
 - ✓ Entertainment
 - ✓ Staff
 - ✓ T-shirts
 - ✓ Tickets

✓ *Laws & regulations*

- ❖ Are there enough attendees to require police/fire detail?
- ❖ Will there be alcohol? If so, then must understand how to regulate underage drinking
- ❖ Check other legal details according to event

Implementation:

✓ *Delegation of tasks and responsibilities*

- Be realistic about task loads
- Keep in mind the amount of time available
- Share the work equally and have everyone involved
- Don't let things slip through cracks and become a crisis
- Be proactive, not reactive

❖ Event Chair Committee & Responsibilities

➤ Event Chair Committee

- Convening a committee, setting meetings and agenda
- Appointing sub-committee chairs /educating them on their roles & responsibilities
- Creating a comprehensive event timeline incorporating sub-committee timelines
- Coordinating and supporting the lines of communication between committees
- Proofing all marketing and press releases
- Signing off on all funding plans or expenditures
- Oversee final touches on the day of event
- Evaluating the event after
- Thanking all participants and special guests
- The event chair should NOT be the president of the organization

❖ Other Possible Sub-Committees

- Program Sub-Committee
- Funding Sub-Committee
- Decorating Sub-Committee
- Volunteer Sub-Committee
- Food Sub-Committee
- Marketing Sub-Committee

✓ *Publicity*

❖ Avenues

- Banners
- Posters
- Flyers
- Promo booths (MU-Sheri Davis, Quad- Dave Bascom)

- Facebook (create an event with a photo)
- The Good Five Cent Cigar (www.ramcigar.com or cigarads@etal.uri.edu)
- WRIU (www.wriu.org)
- Local Public Television
- Plasma screens in resident halls/buildings (power points to amohr@uri.edu)
- SPO Calendar (MU-Sheri Davis)
- Student Organizations (www.uri.edu/home/students/student_club.html)
- SEC (<http://urisec.tripod.com>)
- SAA (<http://www.urisaa.org>)
- Public Relations Society/ Rhody & Co.
- URI Website (www.uri.edu/home/students/ click getting involved, click Calendar of Events, click Submit an event *top right)

❖ Locations

➤ Banners

- ✓ Sign Shoppe, Memorial Union Bookstore, Upper College Rd., MU, Roger Williams Balcony

➤ Enlarged Posters (create in student involvement office, need 11 x 3 white copy of ad)

- ✓ MU easels available

➤ Fliers (do NOT post on ground, emergency posts, trees, electrical poles, statues)

- ✓ Dorms (get permission from RA's or slide ad under RA office)

- Adams, Barlow, Bressler, Browning, Butterfield, Weldin, Dorr, Eddy, Ellery, Fayerweather, Gorham, Aldrich, Burnside, Coddington, Hopkins, Hutchinson, Merrow, Peck, Tucker, Garrahy, Heathman, Wiley

- ✓ Buildings (get permission from administrative offices or officials)

- Boss Ice Arena, Health Services, Hope Dining Hall, Keaney/Mackal, MU(Coffeehouse, Commuter Lounge, Display Cases, Easel, Senate Mailboxes) Christopher House, Quinn, Morrill, Multicultural Center, Pastore, Roosevelt Emporium (Albies, Baglez, Caliente, Citizen's ATM, Dunkin Donuts, International, Pizza Pocket, Subway, mini marts) Alumni Center, East, Edwards, Independence, Ranger, Washburn, Chafee, Davis, Library, Lippitt, Taft, White, Woodward, Bliss, Crawford, Gilbreth, Kelley, Kirk, Wales, Fine Arts, Women's Center, Diversity House

- ✓ Fraternities or Sororities (call Presidents and ask to speak at a meeting)

- Alpha Chi Omega, Alpha Delta Pi, Alpha Phi, Beta Theta Pi, Chi Omega, Chi Phi, Delta Zeta, Lambda Chi Alpha, Phi Gamma Delta, Phi Sigma Sigma, Phi Kappa Psi, Pi Kappa Alpha, Sigma Delta Tau, Sigma Kappa, Sigma Pi, Sigma Epsilon Phi, Zeta Beta Tau

- ✓ Commuter/Residential Parking Lots (1/4 page ads only!)
 - Keaney, Fine Arts, Plains Road, Catholic Center
 - ✓ Off Campus
 - Kingston Pizza, Riverbend, Natural Elements, Mews Tavern, Sun Kissed Tanning, Curves, Tony's Pizza, Lickety Splits, Old Mountain Lanes, Camden's, Shamrocks, Bobby G's, Casey's, Georges

- ✓ *Location*
 - ❖ See Appendix A for venues and prices
 - ❖ Off campus options
 - Narragansett
 - Newport
 - Providence

- ✓ *Equipment*
 - ❖ Things needed:
 - ✓ Tables
 - ✓ Chairs
 - ✓ Microphones/sound
 - ✓ Lights
 - ✓ Extra trash cans
 - ✓ Parking
 - ✓ Podiums
 - ✓ Heat/air conditioning
 - Remember: Reserve extra time for preparation before and after for take down

- ✓ *Invitations & Decorations*
 - ❖ Is this an invite only event?
 - See Appendix B for invitation set up outline
 - ❖ Is there a theme to the event?
 - balloons
 - centerpieces
 - Extra trinkets to sell (pins, books etc.)

- ✓ *Entertainment*
 - ❖ Will there be
 - Music (DJ or band)
 - Speakers
 - Auctions
 - ✓ Are travel/hotel/ meal accommodations needed?
 - ❖ Contracts

- Remember: discuss issues involved in contract with advisors

✓ *Food*

- ❖ Provided at venue
 - ✓ Decide on menu (meat, fish and veggie options)
- ❖ Catering on campus
 - ✓ Baglezz, Subway, International, Quiznos etc.

✓ *Security*

- ❖ Will event require security? Depends on attendance
 - Consult w/ Sheri Davis in MU
 - Make sure the transportation of cash from event is guarded and accounted for

✓ *Guests*

- ❖ If closed event
 - Keep tally of acceptances and regrets
 - Tables (allot for add in's and cancellations)
 - Use e-mail list serve in case of cancellation

✓ *Emergencies*

- ❖ In case of cancellations notify
 - ✓ Security
 - ✓ Performers/speakers
 - ✓ Venue
 - ✓ Catering
 - ✓ Ticket sellers
 - ✓ PR
 - ✓ Guests

During Event:

✓ *Sales*

- ❖ If there are additional things to be sold (tickets, raffles etc)
- ❖ Crew
 - ✓ Create a timesheet and stick to it.
 - ✓ Leave a copy of time sheet on table

✓ *Person of Contact*

- ❖ Who to contact if emergency arises
 - Designate a person
 - Point of meeting
 - ✓ Check into that area or place every hour, half hour, or some time increment.
 - ✓ Make your team aware of when and where to get ahold of you

✓ *Have a good time*

- ❖ You put a lot of work into this event, now make sure you enjoy it!

Post Event Assessment:

✓ *Clean Up*

❖ Crew

✓ Check for damages

✓ *Analysis*

➤ Unexpected Outcomes

➤ Fiscal Evaluations

➤ Programmer's Thoughts

➤ Community Building

➤ Modifications to Program

➤ Future Plans

➤ See Appendix C for SEC event evaluation form

✓ *Recognitions & rewards*

❖ Have participants feel important and accomplished

❖ Send out or recognize within two weeks of event's end

****Additionally there are a set of simpler flow charts to help visualize this process included in Appendix D***

Appendix A
URI Memorial Union Brochure



Appendix B
Invitation samples



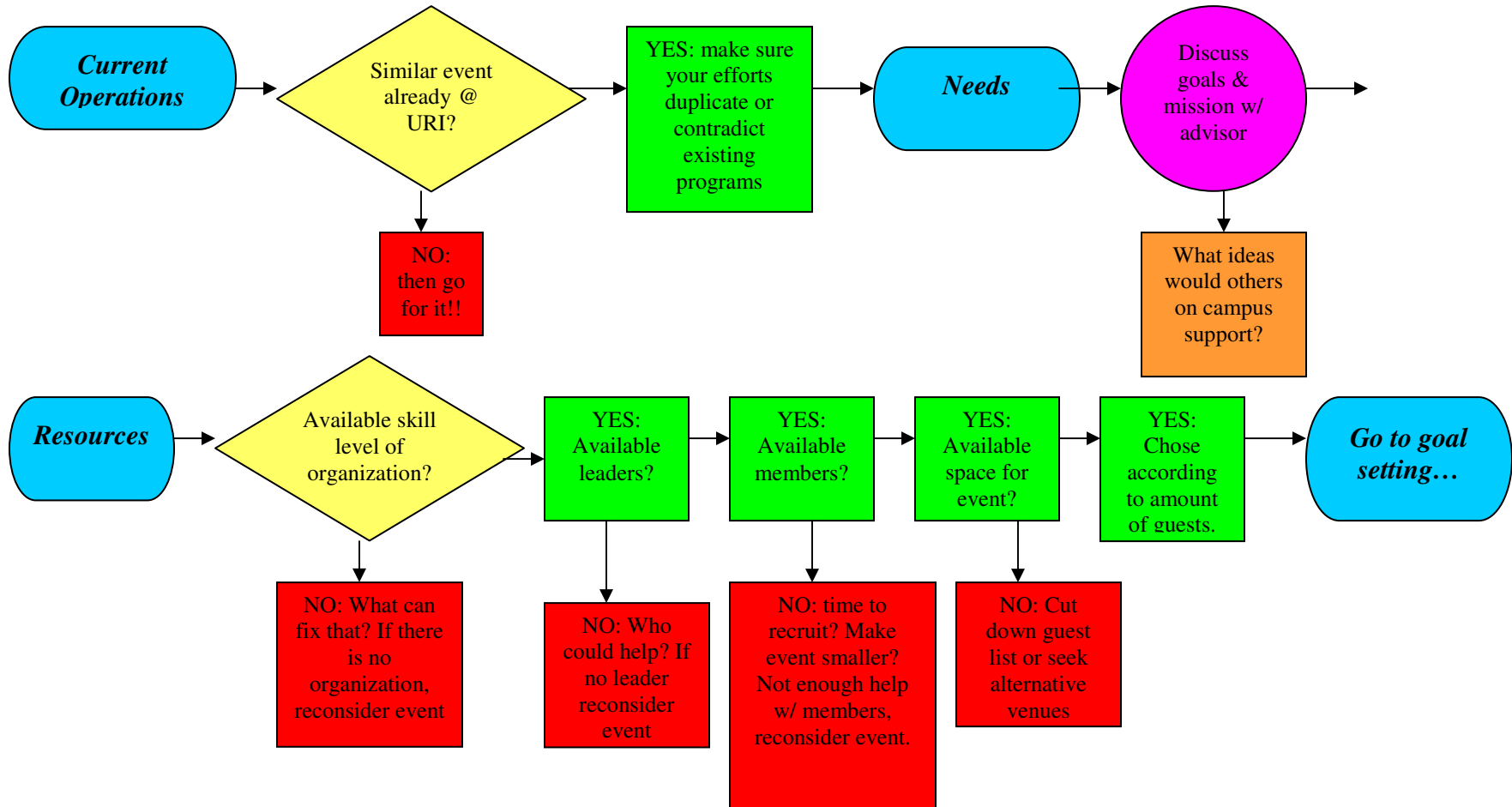
Appendix C
SEC Event Evaluation Form



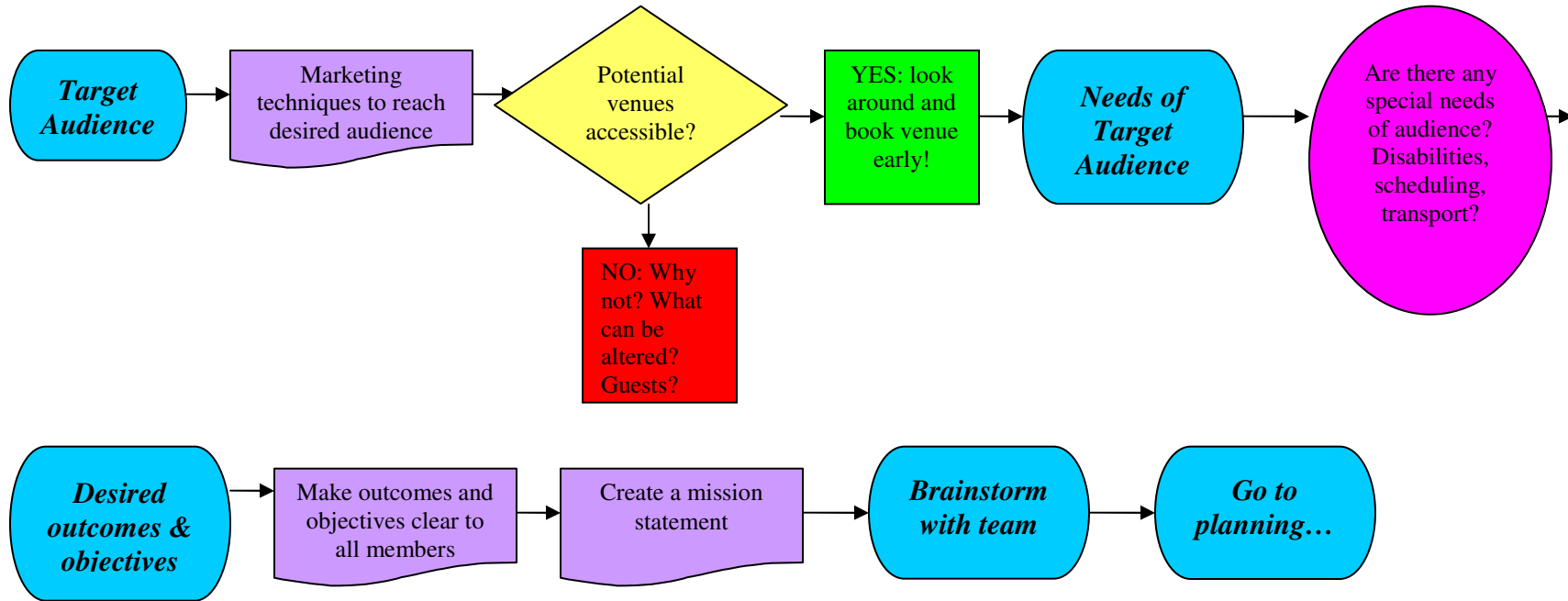
Appendix D

Flow Charts

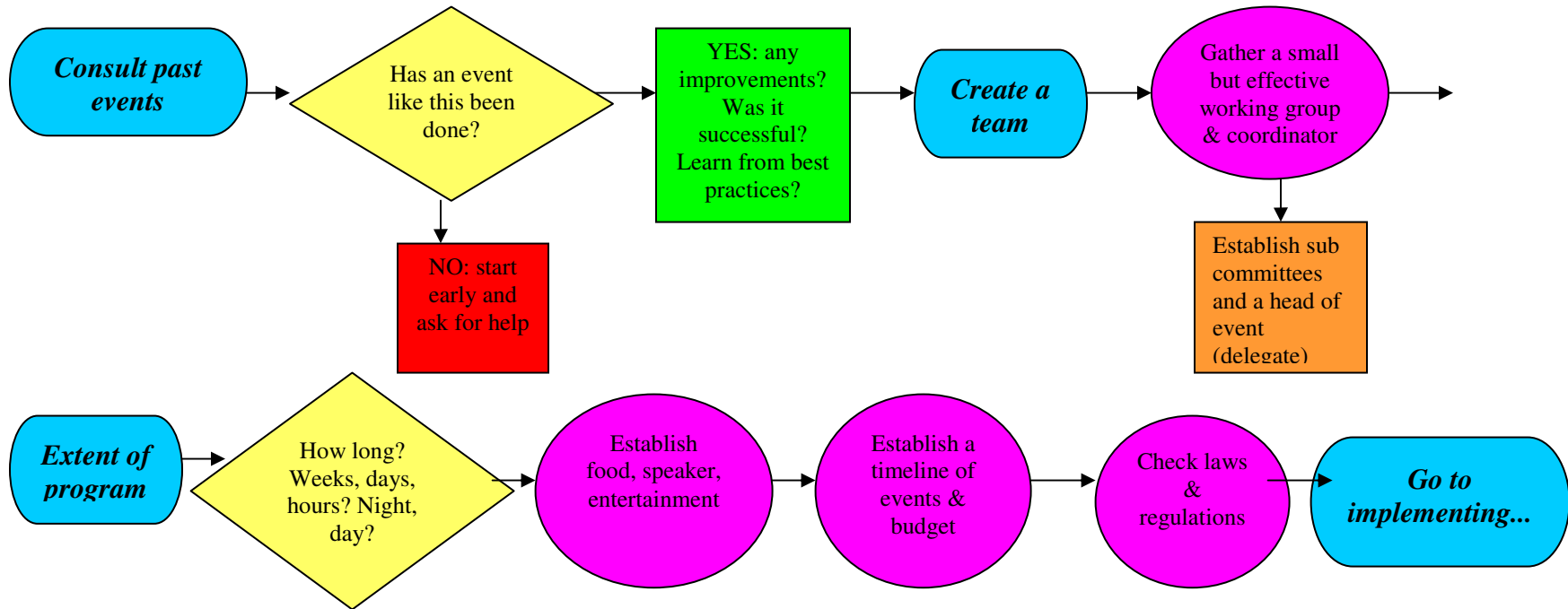
Organizing and Assessing the URI Community:



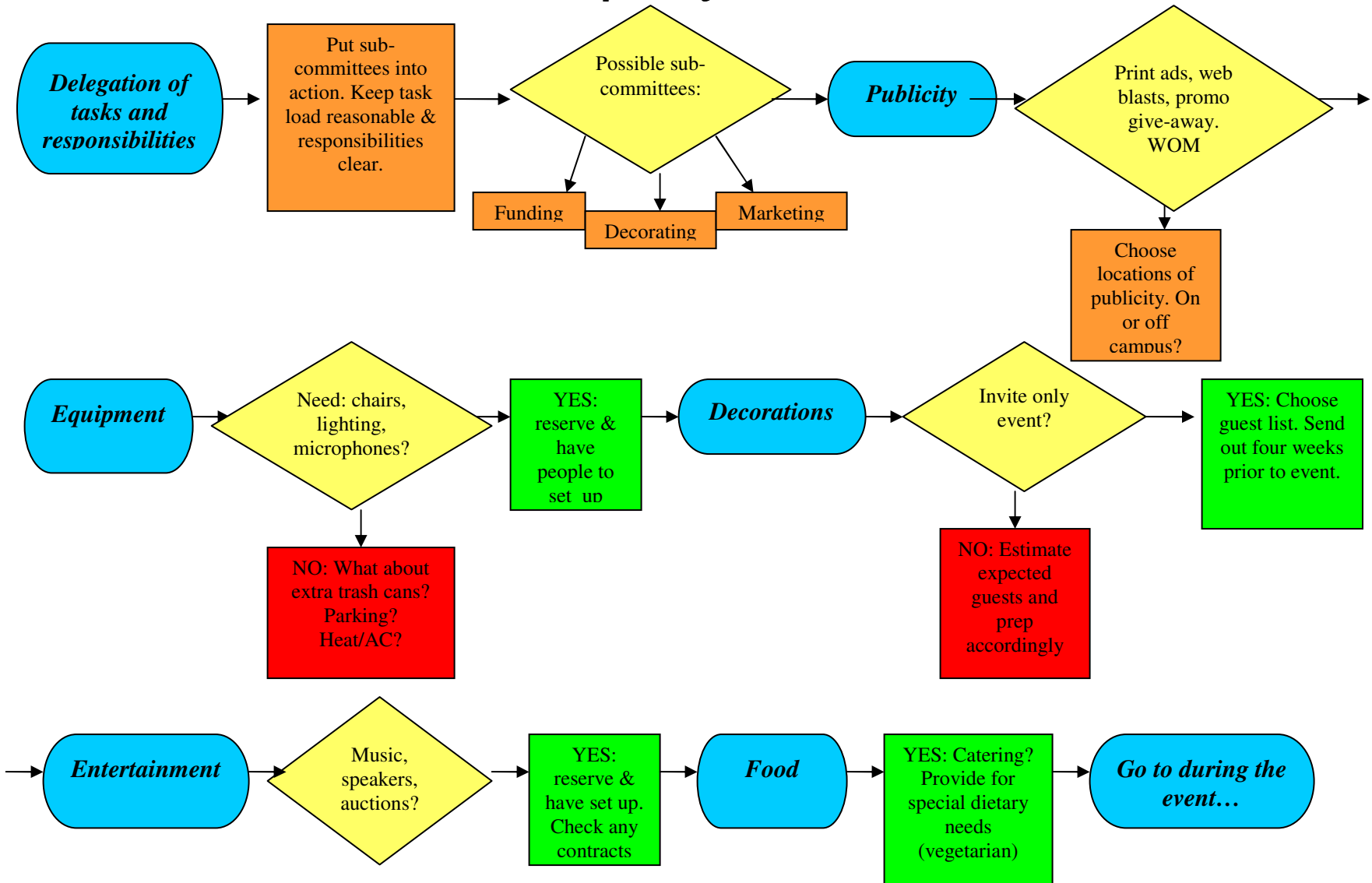
Goal Setting:



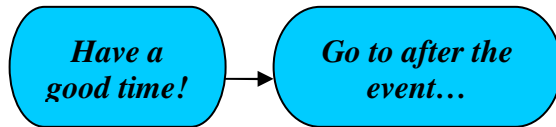
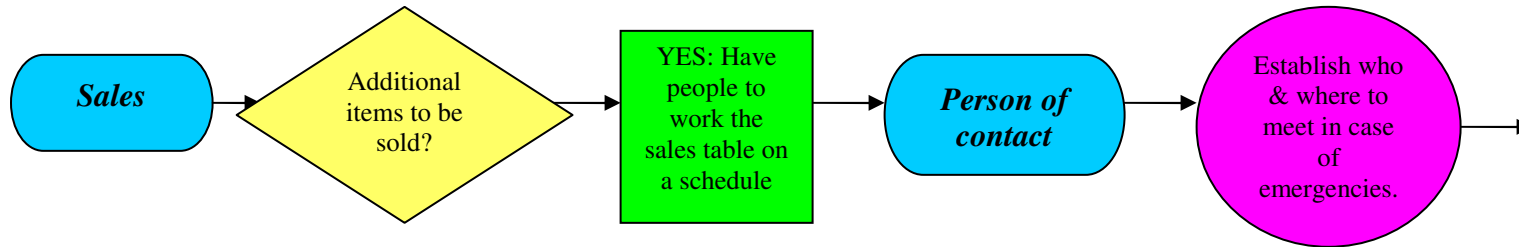
Planning:



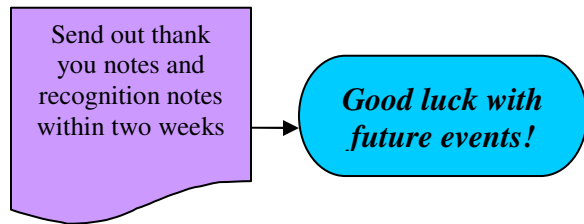
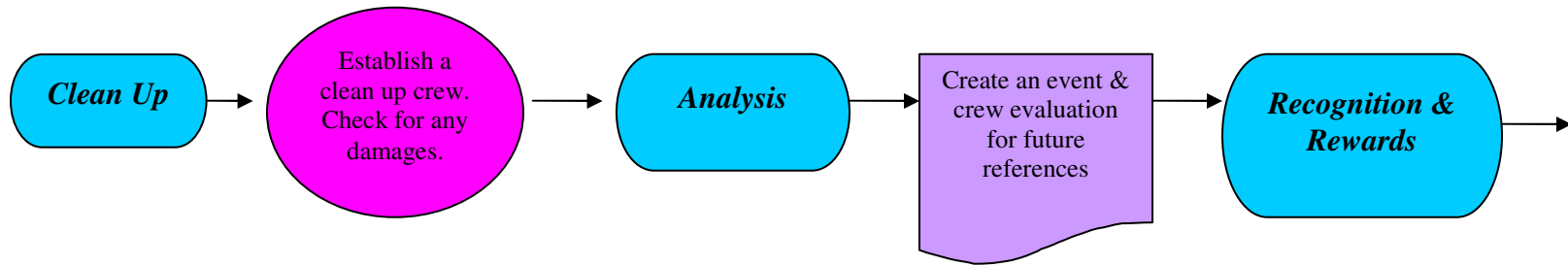
Implementing Plans:



During the Event:



After the Event:



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