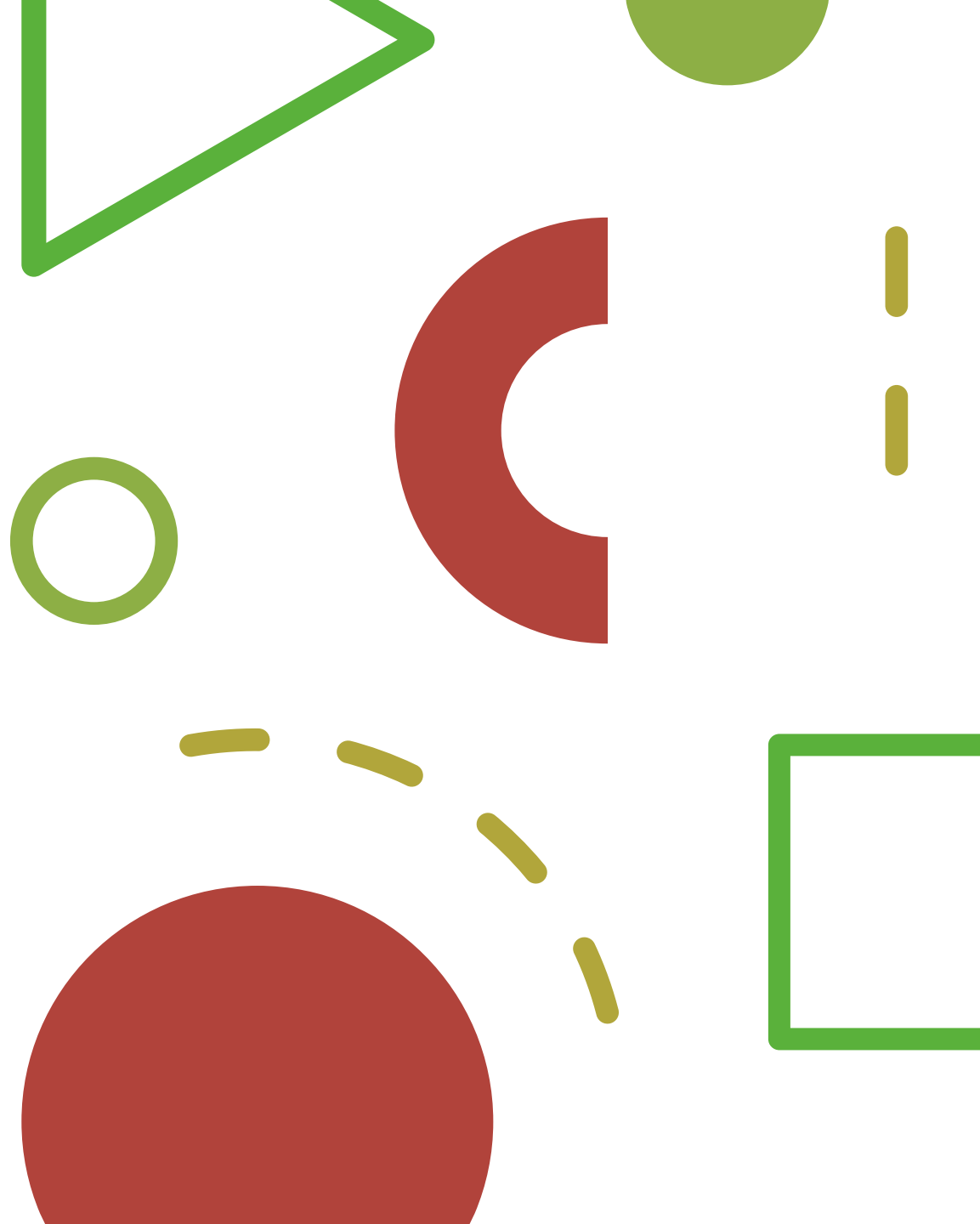# Program Planning

steps on how to prepare for and execute a successful event

What are some of the events you all will host this year?

What are some reasons you would host an event?

Reasons you may host an event:

| ORG MEETINGS | FUNDRAISING EVENTS | OUTREACH/RECRUITMENT | SOCIAL | FOR FUN |

Step One: Brainstorm

- What is the purpose/goal of this event?
- What is your budget?
- What supplies are needed?
- What is your ideal location?
- Who is your target audience?
- Who plays what role?
- What is your marketing plan?

What is the purpose/goal of this event?

Give us examples of events goals and purposes

What is your budget?

WHAT DO YOU THINK ARE THE MOST IMPORTANT THINGS TO SPEND MONEY ON FOR AN EVENT?

EXAMPLES: FOOD, DÉCOR, PRIZES, VENDORS, ETC.

What supplies are needed?

Look at your budget and prioritize your supplies from most important to least

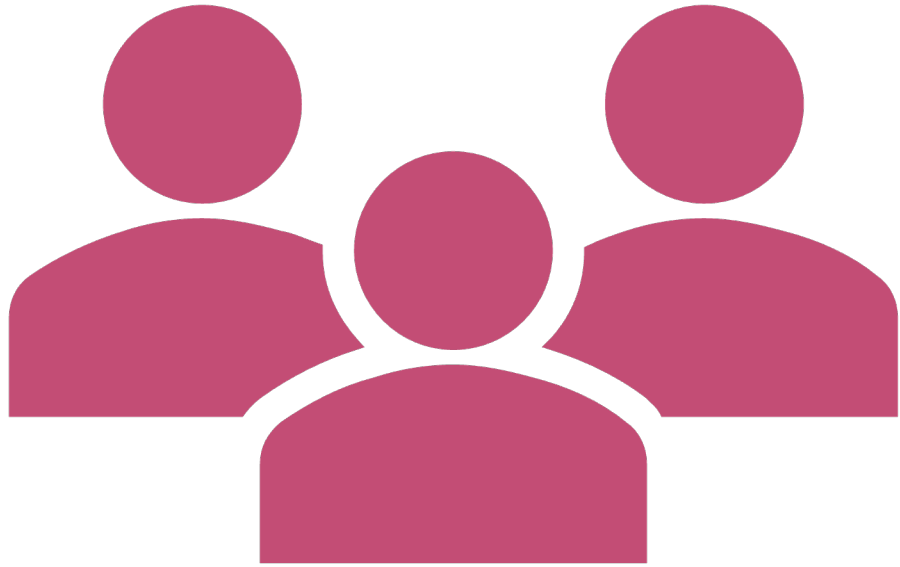| Staffing | Decorations | Activities | Handouts | Food |

What is your ideal location: On or Off Campus?

Ballroom, Meeting Rooms, USU Arcade, Classroom, Amphitheater, Forum Plaza, Kellog Plaza, etc.

Banquet Hall, Restaurant, Park, Beach, etc.

Who is your target audience?

- Current members
- New students
- All students
- Community
- Staff
- Faculty

Who plays what role?

Who is the event lead?

What tasks will be delegated to others?

How many roles do you need people to work?

What are the shift times?

How will you communicate with your team?

What is your marketing plan?

Please share some popular ways to get the word out about an event

Tips & Tricks (pre-event):

1
Make an agenda!!

2
Use Tukwut Trax to track your attendance

3
Leverage your resources and student org funds!

4
Utilize SLIC for resources (décor, promotion, supplies, etc.)

5
Ask others to post on their social media

6
Tell people about the event in person

7
COMMUNICATE and share responsibility

Tips & Tricks (post-event)

Pluses and deltas (what went well, what can be improved)

DEBRIEF

Assess, assess, assess!

Ask for attendee feedback

Look at Tukwut Trax analytics and see what demographics you're missing

Questions/Concerns?