START WITH WHY.

What is the purpose of your event? Before you start anything else, you should make sure you have a clear understanding of the desired outcomes and goals of your event.

WHO’S IN CHARGE. With planning any event, it’ll be important to designate who will be the point person(s). Depending on the size and scope of the event, you may want to form a committee or team with which you can delegate certain roles or tasks. Be sure to provide consistent oversight and communicate often with the team.

START WITH WHY.

TIMING

Are you at least two weeks away from when you intend your event to occur?

NO

If not, please back slowly away from the form and start planning for next year because you do NOT have enough time to plan your event successfully.

YES

Depending on how complex your event is, you will need at least a minimum, a couple of weeks, but potentially, up to several months to effectively plan everything. We suggest that you choose a few potential dates for your event and keep in mind factors that may affect its plausibility and availability (conflicting university events, holidays, students’ school schedules, season/weather, etc.). Once you’ve finalized a date for your event, design a timeline for completion of important tasks and meeting important deadlines.

IS MY EVENT COMPLEX?!

If your event fulfills at least two of the below criteria, then it would be considered complex.

- Attendance (Over 100 attendees)
- Tickets (paid or free)
- Contracted Services
- Police/Security
- Advanced Audio/Visual Support
- Alcohol
- Event Title includes: Social, Festival, Carnival, Dance, Fashion Show, Pageant, Auction, “Week,” Open Mic, Concert, Comedy, or Culture Show

BUDGET

You’ll need to determine all the various costs associated with hosting your event. Form a budget that includes your group’s available funds and allocates how much can and will be spent on each of the costs. If your event is not self-sufficient (i.e. entrance fees, membership dues, etc.), you may consider fundraising with your group or inquiring about university funding.
**WHO YA GONNA CALL?**

- **Athletics**
  - (618) 453-1801
  - apettit@siu.edu

- **Office of the Registrar**
  - Purpose: Classroom reservation
  - (618) 453-2963
  - regstrar@siu.edu

- **Recreation Center**
  - Purpose: Rec Center, campus gyms (except Davies), and Campus Lake facilities
  - 453-1278
  - yyoung@siu.edu

- **Shryock Auditorium**
  - Purpose: Old Main Mall, Shryock Auditorium, Shryock Steps
  - (618) 453-7035
  - sethk@siu.edu

- **Student Center**
  - Reserving space
  - (618) 536-6633
  - studentcenterscheduling@siu.edu

- **Department of Public Safety**
  - Purpose: Security and safety
  - (618) 453-3771

- **Student Involvement Office**
  - Purpose: RSO Management
  - (618) 453-5714
  - rsohelp@siu.edu

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**Reservations & Logistics**

**FOOD & ALCOHOL**

Any food that is provided for events held using any campus space must be from an approved vendor, for which you can find a list online. Catering may be arranged, although, university staff will have to manage this process. At least a 48 hour notice must be provided for a catering request. You may also prepare food yourselves, but there are strict guidelines regarding how this is done. The catering manager will have more information on this. Each facility may have its own policies regarding food and alcohol, and we advise you to communicate with the facility manager to make sure you are in compliance. Alcohol is not allowed at any on-campus events. Off-campus events wishing to have alcohol need to follow all applicable local, state, and federal laws. University funds, including funds raised on university property, cannot be used to purchase alcohol.

**FACILITIES & VENUES**

When choosing a location for your event, consider how many attendees are possible and how to best configure the space for your purposes. Be sure to account for additional set up needs. These may include, but are not limited to, a podium, projector, screen, laptop, sound system, microphone, stage, check-in tables, catering tables, and lighting. Additionally, don’t assume your reservation is valid until you receive a confirmation from the venue.

**PARKING & TRANSPORTATION**

If you are interested in making parking arrangements for your attendees, please contact the parking division at 618-453-5369 or parkingdiv@dps.siu.edu. The parking division can help you with purchasing parking permits and arrange for other services, such as tour busses and trams. To ensure that your attendees find your event, we suggest providing them with detailed directions and a map of the area. You may also want to consider creating signage to help guide people attending your event.

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**SPEAKERS & PERFORMERS**

For some events, you may be interested in contracting the services of a performer, band, DJ, dance troupe, comedian, speaker, facilitator, or more. It is imperative that you work closely with the Student Involvement Office when negotiating with such parties. **DO NOT SIGN ANYTHING** without consulting the university first, as the university is responsible for reviewing and signing all contracts. All such contracted services must be arranged before the event. This process, on average, can take a minimum of 4-6 weeks, so make sure to plan accordingly.
SAFETY & RISK MANAGEMENT

“Did I do thaat?”

LEIABILITY
If your event could involve any potentially dangerous or harmful activities, the organization should take steps to lower risk within the event. Maintaining a safe and pleasant environment for all event participants both in and around the event should be a top priority. If your event has an especially high amount of risk involved, you may want to purchase insurance. Insurance can cover certain items that occur during your event such as property damages or personal injuries. Some high risk activities may incur higher insurance premiums. The Dean of Students accounting department can be contacted to help you purchase such insurance.

DOES MY EVENT INVOLVE...
- Providing alcohol
- Strenuous physical activity
- Sport tournaments
- Gymnastics
- Martial Arts
- Water activities
- Marathon-type activities
- Paintball
- Inflatables
- Carnival games
- Exhibitions
- Use of weapons

- Mechanical equipment (tractor pull, etc.)
- Presence of animals
- Charging admission
- Display with fire, chemicals, or hazardous substances (fireworks, bonfires, etc.)
- Street closures
- Loaned/rented equipment
- Sale of product
- Travel
- Public attendance

IS THERE POTENTIAL FOR...
- Mental or bodily harm
- Need for use of protective gear
- Rioting
- Stage rushing
- Exposure to natural elements
- Financial loss
- Property damage
- Theft

GUESTS
You need to consult each facility about their policy toward having non-students and guests at your event, as it will vary. Policy may also be affected by the type of event and what role guests would have in attending (i.e. community involvement, dance where significant others might attend, etc.). Something to keep in mind is that SIU students will typically be held responsible for any guests that they do bring and the actions of those guests. The university reserves the right to refuse admission and to eject anyone from an event for disruptive or dangerous behavior.

WANT TO HAVE MOVIES?
- There are two main distributors from which you can obtain showing rights – Swank Motion Pictures and Criterion. You will need to personally contact these distributors to negotiate usage.

ADDITIONAL APPROVALS

YOU SHALL MAYBE PASS

WANT TO HAVE MUSIC?
- The university pays copyright fees for ASCAP and BMI, which cover the use of any recorded or performed music to be played on campus.

IS MY EVENT HIGH RISK?!
Complex events may require the presence of security personnel. In this case, you must hire from the Department of Public Safety (DPS). The DPS will be able to provide information on any staffing for your event, which could also include stage hands, ushers, etc. Factors that might affect your security would include the size of your expected audience, past history of the event, cash handling/box office services, serving of alcohol, potential to draw disruptive opposition to the event, and specific admission parameters (i.e. members only, dress code, etc.).

NOTE: Level of security needed will vary per event

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Marketing your event will be essential in building visibility, connecting with your audience, and increasing attendance. Your strategy for marketing your event will largely depend on the goals you have and the audience you are attempting to reach. Your first considerations may be to develop an attractive name and theme for your event. These types of overarching elements will inform the rest of your marketing strategy. Resources exist, including the Public Relations Student Society of America (PRSSA) and the Student Center Graphics Office, who can help you with this process and can also assist with designing any materials you need.

There are a number of tools available at your disposal when it comes to marketing. Each area has specific guidelines for using their space, so please ask permission first. See right for a comprehensive list:

- University Facebook
- University Twitter
- RSO Facebook/ Twitter
- Facebook Event Pages
- RSO Website
- RSO Announcements
- OrgSync Calendar
- Email Blast
- PR Release
- Daily Egyptian Ad
- Tabling & Flyering
- Sidewalk Chalking
- Posters/ Banners
- Glass Displays
- Bulletin Boards
- Personal Invitations

As your event gets closer, you will want to start making arrangements for the day-of-execution. Your main role as the event leader should be to manage the event, so you will want to delegate majority of the basic tasks to other volunteers. This might include everything from picking up various supplies, setting up at the venue, assisting with check-in, and more. In order to accomplish this effectively, be deliberate and explicit with the roles that you assign people and the instructions they are given. You should also develop a detailed event schedule for the purposes of everyone working at the event. This should include a specific timeline, making sure to allocate reasonable amounts of time to each part of the event. If necessary, make sure to clean up and reset the facility upon your event’s conclusion.

So your event is over and done with, but your work is not! There are a few additional steps you should consider after any event.

1. Make sure to wrap up any existing business from the event, including returning borrowed or rented materials and paying existing bills.

2. Send out correspondence to the involved parties – attendees, volunteers, and sponsors – to thank them, ask for feedback, and encourage their continued involvement in the future.

In order to set up future events for success,

3. evaluate your work and find ways to improve upon your event! You can do this in a number of ways, including surveys and discussion with your committee

4. DOCUMENT your work, compiling all of your resources, protocols, and strategies in one place to prepare a starting place for the next individual(s) planning this event.

A comprehensive list of event resources is available at getinvolved.siu.edu