

QUICKTIPS!

(Event Planning Timeline)

Six Weeks Out

Start checking into the availability of possible venues and the speaker or program. Check availability of open dates in NMU's calendar. Start compiling a basic budget estimate. Important: do not make any commitments, verbal or otherwise, to a performer until both the facility and funding are secured.

Four Weeks Out (Minimum)

By this time, you should have checked your proposed date of the event for major conflicts in the Center Student Enrichment (CSE) and have a facility reserved (see Quicktips! Event Planning Contacts list). You should have a final budget compiled to turn into the Student Finance Committee (SFC). The form for this can be found in the ASNMU office (1203 University Center, x2452), and any questions regarding the budget can be directed to the current Chair of the Student Finance Committee, sfc@nmu.edu. It is always better to get it done ahead of time in case changes need to be made or there are problems with your budget. You should also know all of the different ways you plan on advertising and who your target audience is. It is best to have the posters and other promotional materials designed around this time. Decide if someone from your organization can design the promotional materials or if you would like Promotional Services to do it for a cost. If you are using Promotional Services (x1623), then be sure to get an estimate and put it in your SFC budget request. Do not start on any of your paid advertisements until your SFC budget is approved. If your group decides to use table tents, have the space reserved with the Center for Student Enrichment before you have them printed. If your event involves a speaker or performer, you may also want to find out at this time what other things he or she can do during their visit. Will they stay for a question and answer session? Will they speak to certain classes? It is worth asking. Final tip on advertising: don't be afraid to try something new and creative. It catches people's attention.

Three Weeks Out (Minimum)

If a contract is involved with your program or event, review it carefully and confirm that the details are correct. Note: If a contract involves a university account, it must be processed through the university and signed by a designated university staff person. If your event is funded by the SFC, you should check with the Dean of Students Office (x1710) in Hedgcock.

Questions about contracts that do not involve Student Activity Fee funds can be directed to the Center for Student Enrichment.

If you would like to include food or drink at your program, you must contact Conference and Catering. Having hospitality items usually requires a contract.

Get posters printed or have them made. This may take about a week.

Make your Facebook event or group.

Send out a press release.

Center for Student Enrichment
For more information, contact us at:
1205 U.C. • 906-227-2439 • CSE@nmu.edu

QUICKTIPS!

Contact the North Wind about a story/ad.

Record Radio X PSA.

Make your display case in the LRC (if you reserved one).

Reserve a vehicle if needed for local transportation for a guest.

Two Weeks Out (Minimum)

Hang up posters and turn in printed table tents to Center for Student Enrichment. Posters must be registered for posting before hanging up. This can be done in the Center for Student Enrichment, 1205 University Center. (Note: You may want to have your master copy register for posting before printing.)

Reserve accommodations for guests if this applies.

Launch Student Announcements.

Email related student groups and professors.

One Week Out (Minimum)

Chalk for the event on sidewalks.

Remind participants and guests about the event.

Tell your friends, and ask professors to make announcements in classes. Some will offer extra credit to go if the event pertains to

their class or department.

Go over the details of the event. Who will introduce the speaker or give an introduction at the event? Who will be working the doors to take tickers, check IDs, and/or count the number in attendance?

Day of Event

Borrow cash boxes from Center for Student Enrichment if you are charging students and/or community members an entrance fee.

During the introduction, mention the background of the speaker or the purpose of the event. Also mention how the event was funded, and which organizations are sponsoring the event.

Keep a count of the number of students and general public attending the event. Clickers can be borrowed from the Center for Student Enrichment.

After the Event

Review the event with your student group. What things went well, and what things didn't? What would you do differently next time? How can you reach a broader audience? Did all members of the

Center for Student Enrichment
For more information, contact us at:
1205 U.C. • 906-227-2439 • CSE@nmu.edu

QUICKTIPS!

group get to participate in the planning? What did the audience say about the event? It is best to keep a written record of comments for future consideration. If your event was funded by the Student Finance Committee, then you must complete a standard evaluation and return it to the SFC.

Center for Student Enrichment
For more information, contact us at:
1205 U.C. • 906-227-2439 • CSE@nmu.edu