

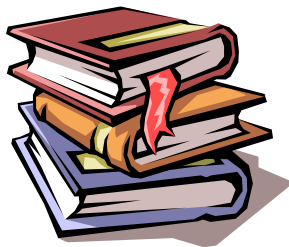
Program References

The Programs Office is a great resource to turn to for booking comedians, musicians and novelties for any events sponsored by your student organization.



Contracts

Any time a student organization is paying for a service, the organization should develop a written event contract or agreement with the service provider. An event contract is a binding legal agreement between a student organization and a service provider. For advice on how to create a contract, feel free to contact the Programs Office.



Event Planning Resources

For additional information on Event Planning, contact the Programs Office:

Student Union Room 203
486-3423

Monday through Friday
9:00 AM—5:00 PM

Check out these websites:

Blueprints: A Manual for Student Organizations-
<http://www.studentactivities.uconn.edu/docs/Blueprints.pdf>

Department of Student Activities-
www.studentactivities.uconn.edu

Ohio State University-
http://ohiounion.osu.edu/eventservices/event_planning.asp

Visit the Involvement Office for information on more topics such as:

Officer Transition Time Management
Parliamentary Procedure
Recruiting Members Motivating Members
Conflict Resolution

Leadership Programs

Department of Student Activities
Division of Student Affairs
University of Connecticut
Student Union Room 302
486-6588
www.leadership.uconn.edu

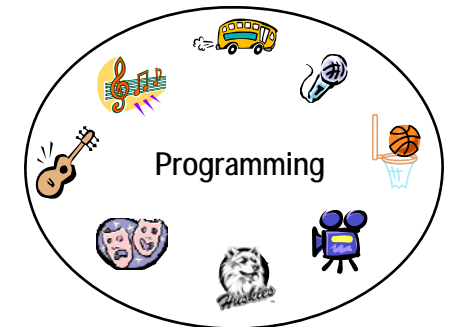


University of Connecticut

Department of Student Activities

Involvement Office

Event Planning



How to effectively plan and promote events

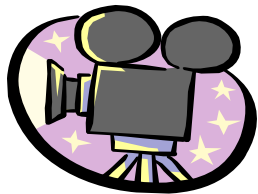
One of the most exciting aspects of being part of a student organization is planning and implementing events for the group or even the University!

Event Planning Checklist

A number of checklists should be made when planning an event to ensure a thorough job. These include:

- *Details of the event (date, time, location, admission, etc.)*
- *Planning checklist (reservations, set up, etc.)*
- *Technical (VCR, lights, microphone, etc.)*
- *Entertainment (contracts, DJ/band, tickets, security, etc.)*

The Programs Office can be used as a resource for additional information about guest speakers, food, invitations, transportation, etc.



Promotion and Advertising

Strong promotional and advertising efforts should be made to ensure that your event is a success. Consider the following when promoting your event:

- *Advertising ideas (dailyjolt.com, dining services table tents, USG flyers, etc.)*
- *Advertising strategies (form a publicity committee, identify audience, etc.)*
- *Advertising Do's and Don'ts:*
 - ✓DO check with the individual building to verify their posting policies
 - ✓DO register your event through the Reservations Office (SU Room 315)
 - ✓DO make sure that all sponsoring organizations are listed on your program/event advertising
 - ✓DO make sure that your advertisements are easy to read and understand
 - ✓DO plan ahead
 - X DON'T place flyers on doors, glass, windows or walls where they become a fire hazard.
 - X DON'T crowd your advertisement with a lot of writing and description
 - X DON'T use a lot of colors or crazy fonts

Consultation on University Policies and Facilities

The Programs Office educates student organizations about the LEGAL ways to promote and advertise for upcoming events on campus. Contact the Department of Student Activities for guidelines on the following:

- *Advertising (in residence halls, dining hall facilities, around campus)*
- *Reservation policies and procedures*
- *Room reservation procedures*
- *Reserving facilities and equipment*
- *Reserving a table in the library*
- *Reserving the depot campus field*
- *Reserving a tent for outdoor activities*
- *Renting university vehicles*
- *Food guidelines and policies*
- *Major event policies and procedures*
- *Fundraising policies*