

# Student Organization Event Planning Guide

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- **Establish the goal**
  - Who is your audience? What is the purpose of the event?
- **Make a budget**
  - Don't forget the costs of food, venue, decor, etc.
- **Determine time & date**
  - Consider availability of the preferred location
- **Book your location**
  - Ensure it is accessible to all
- **Build your marketing campaign**
  - How are you going to advertise? Flyers, kiosks, tabling, etc.
  - Who is designing the marketing? Member, Marketing Dept, etc.
- **Determine event lead & delegate tasks**
  - Who will put the event in Engage, request funds from SOBO, etc?
- **Add event to Engage**
  - Complete this , at minimum, 4 weeks in advance, the more involved the event, the more lead time you will need for approvals
- **Request funds from SOBO**
  - Determine how you would like to receive funds
- **Develop an event plan**
  - What time is food delivered? when will the speaker begin? What is the plan for inclement weather? who is leading the event day of?

# Event Planning Tips

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- Plan your entire semester of events at a day or half day retreat at the beginning of the semester
  - Need help planning a retreat? Contact Alyssa Burks at [alyssa-burks@uiowa.edu](mailto:alyssa-burks@uiowa.edu)
- Allot a general budget to each event in the beginning of the semester to make sure funds are equally allocated
- Do not have one person plan all aspects of all of the events, this can be a very time consuming process, work as a team
- Collaborate with the Marketing & Communications team in the College of Engineering to create & publish advertisements for your events
- Try something different with your publicity! Pass out candy with event information on it. Make a small video and put it out on social media. Think outside the box.

