



Event Planning & Budget Proposals 101

1. **Brainstorm!** Come up with an idea for a program, and discuss it with your organization's members and advisor. Start thinking about the following:
 - a. **Event Goals** – What will the event be like? What are you trying to accomplish by hosting this event? What students are you trying to reach? Will the event be open to the public? How does this event help to promote cultural understanding?
 - b. **Event Date and Time** – Make sure you pick a day that a lot of students will be free to attend, make sure it doesn't conflict with other ISU events.
 - c. **Estimated Attendance** – Will this event be a large event, or something smaller? How could your choice of date, time, and location affect the projected attendance?
 - d. **Location** – Where are you planning on having this event? Are there locations that more accessible to students? How do you want the space for your event to be set up? Will you need to provide transportation to this event?
 - e. **Food and Drinks** – Is food integral to the event? What food will be served at this event? How much will the food cost? Will you need to get a catering exemption? Will you be having special drinks for this event? Are you going to be requesting Pepsi products from ISU? Where will you be getting your utensils and plates from?
 - f. **Performers and Speakers** – Will you be having a performer or speaker at your event? How much will this cost?
 - g. **Marketing** – How will you advertise for this event? How will you make sure that students know about this event?
 - h. **Tickets** - Are you planning on selling tickets ahead of time for this event? How much will the tickets cost? Will tickets for children cost less? How will the general public buy tickets?

2. **Reserve the space for your event!** Spaces on campus fill up quickly so you should make your reservation as soon as you can. Remember when making the reservation to book time before your event is going to begin so you have time to set-up, and time after your event for clean-up. Also, if you decide not to have your event cancel your reservations so you are not charged for space you didn't use.



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3. **Write your budget proposal!** There are multiple pieces to a complete budget proposal and all of them can be found on the ISU Blackboard page. Make sure you turn in your complete proposal on time, and you have followed University funding guidelines and the ISU constitution. If you need help or you are unsure if something is fundable stop by the ISU office during office hours and ask! Below are the following items that must be turned in for a completed budget proposal:
 - a. Budget Proposal Cover Sheet
 - b. Room Reservation
 - c. Program Budget Excel Sheet
 - d. Draft of Speaker/Performer Contract (if applicable)

4. **Turn in your budget proposal!** Bring your completed proposal to the ISU Office. If you can type it, please do, but if not please write legibly! You should keep a copy of the proposal for your organization.

5. **Attend a budget review session** – After you have turned in your budget an ISU Exec will be contacting you about attending a budget review session. At this session you will be presenting a few ISU Executives about what you plan to do for your event. They will ask you questions about the program, how it will help serve ISU’s goal of “promoting cultural understanding”, your estimated expenses, and ways you may be able to decrease your costs. Additionally, they will tell you if you have any non-fundable items in your budget. After this meeting you may be asked to submit a revised budget.

6. **Present to the General Body** – After the ISU Execs have worked with you on finalizing your proposal you will present it to the general body to be voted on. A majority vote will pass the proposal. Please remember that this is essentially a contract – so you can only spend the money in the way it is outlined on the passed proposal.

7. **Finalize the plans for your event** –
 - a. **Confirm Set-up** – If your event is in Baker, or any other major event space confirm your reservation, set -up and any equipment needs with Event Services.
 - b. **Food** – Confirm with your caterer all food options, date and time of event, and pick-up or delivery times. If you are requesting a catering exemption



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make sure you meet with Culinary Services at least a month in advance of your event.

- c. **Drinks** – If you are requesting Pepsi products let the ISU Graduate Assistant know. He or she can make sure there are enough Pepsi products in the office to fulfill your request.
 - d. **Performers and Speakers** – Make sure you and your advisor have finalized all the contracts for performers and speakers. Also, make sure you check to see if the contract has a rider (a document in which the performer requests items prior to the performance, i.e. special foods, water, tea, etc.). Complete payroll with the Student Organization staff person in the Bursar's Office.
 - e. **Marketing** – Finish all graphic design work for your event. Make flyers, posters, cover photos for Facebook, anything you can think of. Make sure it has both the ISU logo and the SAC logo on it. Also please make sure you keep copies for your event evaluation. Get all of your items to Printing Services so you have enough time to properly advertise for your event.
 - f. **Tickets** – Decide who is selling tickets, when they are being sold, and where. Make sure the money from your ticket sales gets deposited into your student organization account.
- 8. HAVE A GREAT EVENT!!!!** Remember to have fun at your event, but also pay attention to things that might help you to fill out the event evaluation form. Try to count how many people are in attendance, how the food was, how the performer or speaker was, etc.
- 9. Complete an Event Evaluation Form** – Copies of this form can be found on the ISU Blackboard page. Please fill out the form as close to the event as possible and be as detailed as possible. It is important to really think about what worked for your event and what didn't so that when new members try to plan future events there is a record of what was done to make the event successful and what could be improved. These are due at the time of your program audit.
- 10. Attend an audit session** – After your event you will attend an audit session with ISU. Be sure to bring all your receipts to this meeting, during the session the ISU Execs will review your budget and determine if there is any unspent money that needs to be returned to the ISU funds. They will also review that you followed university guidelines and procedures.