

EVENT PLANNING 101

STEP 1: DECIDE ON EVENT AND DETERMINE GOALS

- What is your program?
- What will your program accomplish?
- Who will benefit?
- What is the purpose and goals of the program? Recruitment? Provide service to the college? Have fun?
- Is your program realistic and can it be done? Will your group be able to implement the event? Are students interested in this event?
- Create a timeline in order to accomplish your tasks.
- Be flexible.
- Allow enough time to complete all desired plans.
- Delegate to others with clear instructions.
- Create to-do lists to keep track of details.
- Meet regularly with a Student Activities staff member to discuss problems or questions.
- Hold regular meetings with your club and keep everyone updated on the details of your event.

STEP 2: SECURE FUNDING

- In order to receive club funding, all club leaders must attend one Bryn Mawr Leadership Orientation Workshop on either Saturday, September 7th at 2 PM or Sunday, September 8th at 2 PM.
- Bi-Co Clubs: Budgets are due on September 11th at 11:59PM. Interviews will take place on September 13th, 4:30-7:30 PM at Bryn Mawr College Dalton 212E and on September 14th 12-1pm at Haverford College (TBA).
- Bryn Mawr Clubs: Budgets (template found on the SFC Moodle) are due on September 13th at 12pm in the SGA House and online. Sign up for budget interviews on Doodle. Remember to staple the Leadership Orientation (more information about this to come) slip to your budget. Interviews will be 8-10:30 on September 16th-18th in Campus Center 200.
- If you have a scheduling conflict or is unable to submit a budget either online or at the SGA house, please e-mail me at bmtreasurer@gmail.com. If not given prior notification, failure to complete one of the steps will result in a lack of SGA funding.
- Be realistic about costs. Ask if you will need to pay for hotel, food, travel, security
- Prioritize
- Co-sponsor

STEP 3: SELECT DATE AND LOCATION

- When and where will your event be held?
Your organization may want to have several dates and locations in mind since your first choice may not be available.
- Review the college event calendar to determine what else is happening on campus on your selected date. This will prevent major events from occurring on the same date.
- Most importantly, be realistic about the location! For example- if your event is a movie, reserve a space that is conducive to watching a movie.

STEP 4: RESERVE SPACE

- Contact the Office of Conferences and Events (x7329, located on the lower lever of the Campus Center) to reserve a space on campus.
- Since campus facilities are in constant demand it is in your organization's best interest to reserve the space well in advance of your event. Be sure to reserve the space prior to contracting an artist.
- When meeting with Conferences and Events please remember the following:
 1. Room Set-up- What does your organization want the room to look like?
 2. Equipment and Technical Needs- Does your organization need tables, chairs, etc. for the event? Also, what are the technical needs of the artist? Will you need to provide sound, microphones or other technical equipment? Does the artist need a dressing room?
 3. Food- Will your organization have food at the event? Please remember food must be provided by Bryn Mawr College Dining Services unless a catering waiver form is completed and approved by Dining Services.
 4. Event Time- When will your event start and end? Also, how much preparation time will you need in the space prior to the event?
 5. Do you need additional spaces to use as, for example, dressing rooms?
Remember it is okay not to have all of this information when you first contact Conference and Events; however, you must contact them with this information when it is available.

STEP 5: CREATE CONTRACT

Students are not permitted to create or sign contracts!

- Student Activities processes contract requests on behalf of Bryn Mawr College student organizations.
- Students are encouraged to make inquiries with artists/agents or artist representatives about the possibility of having the artist perform on campus.
- Students may make tentative agreements with artists/agents or artist representatives but cannot create or sign any contract or other agreement form related to the event.
- All student organizations wishing to host an event on campus where someone will be paid must submit a contract for that event.
- Payment will not be made without a contract.

Creating a Bryn Mawr Contract

- Completing the **Contract Request Form** means that a Bryn Mawr Contract will be created for your event.
- A College Contract may be used when the artist/agent or artist representative does not have a contract they normally use.
- **Contract requests should be made at least four weeks in advance of the date of the event.** Contract requests received less than four weeks prior to the event may result in a contract not being completed prior to the event taking place.
- Any organization that wishes to have a Bryn Mawr College contract created **must** complete the online form.
- When you are discussing contract details with an artist/agent or artist representative please be sure to gather the following information. This information will be needed when you complete the Contract Request Form.
 - Name, address, telephone number, fax number and e-mail of artist or agent
 - Type of event (lecture, concert, dance, etc.)
 - Sponsoring Organization
 - Location
 - Start time
 - End time
 - Agreed cost
 - Deposit amount and due date if required
 - Any items you will be providing for the guest (such as meals, housing accommodations)

Sending the contract

- After the contract request form is submitted a Bryn Mawr Contract will be created.
- If you provided an e-mail address a pdf contract and W-9 form will be e-mailed to the address provided.
- The person who requested the contract will be copied on this email.
- If you provided a fax number and not an e-mail address, the contract will be faxed.
- If you only provided a mailing address then the contract will be mailed. Please note the contract will only be mailed if you did not provide either a fax number or e-mail address.
- Often contracts are delayed by the artist or agent who neglects to return the contract in a timely manner. **It is the responsibility of the artist or agent to return the contract to Student Activities.** We cannot force them sign the contract. But if they do not sign, they do not get paid.
- Please be aware that if there is a problem with your contract request only the person who submitted the contract request will be contacted.

Using an Agency Contract

- This type of contract is created by the artist/agent or artist representative. If an artist wishes to use this type of contract it should be mailed directly to Student Activities a minimum of four weeks prior to the event.
- Please be aware that all agency contracts must be accompanied with a Bryn Mawr College Addendum. The agent will be contacted by Student Activities to have them review and sign the addendum and to obtain a W-9 form.
- The College Addendum and W-9 form must be obtained before the College will sign the contract.
- Some agency contracts can be lengthy and may contain information that may not apply to a College venue. Do not let this intimidate you. All agency contracts will be edited to reflect our capabilities.

What is happening with my contract?

- After all paperwork (the Bryn Mawr/ agency contract, W-9 forms and addendums if applicable) are collected and reviewed they are sent for College signatures.
- At Bryn Mawr, all contracts must be reviewed by our College Counsel. After your contract is submitted/obtained by Student Activities it will be sent to the College Counsel for review. The College Counsel will obtain the signature of the Bryn Mawr Chief Administrative Officer.
- The Chief Administrative Officer (CAO) is the only person on campus who is authorized to sign contracts. After the CAO signs the contract it will be returned to Student Activities.
- At this point the Bryn Mawr contract is considered fully executed.
- If an agency contract is used they often require the purchaser (the College) to sign the contract before they will sign it. In this case the contract will be sent to the agency for signature. After the agency returns the contract signed is it considered fully executed.
- The fully executed contract is photocopied.
- One copy is given to the student who submitted the contract request or agency contract and one additional copy is kept in Student Activities.
- The original contract is given to the SGA Treasurer. A copy may be given to an administrative or academic department if you indicated you were receiving funds from that department.
- **At this point Student Activities is out of the contract process. The remaining step is the sole responsibility of students. Student Activities will not have information about the payment status of your contract. You should direct all payment questions to SFC or the department which you received funds from.**

Payment

- When the contract is given back to the student a note is attached informing them that the contract was given to the SGA treasurer for payment.
- Any questions regarding the status of payment should be directed to SFC.
- If a student organization has cosponsored the event with a College department and the department is paying for the event the student organization should contact that department for payment.
- Please note that it may take up to three weeks for a check request to be processed and a check issued. In most cases checks must be sent in the mail to the artist. Please make sure they are aware of this in advance of the event.

STEP 6: DEVELOP PROMOTIONAL PLAN

Publicity Ideas:

Fliers and posters	Formal invitations	Buttons
Leaflets	Door Hangers	Bumper Stickers
Table tents	Press Releases	Sandwich boards
Mass Email	Announcements	Balloons
Bookmarks	Campus Radio Station	Campus newspaper
Bryn Mawr Events Calendar	Campus newspaper	Table display
Word of mouth	Sidewalk chalk	

STEP 7: DETERMINE DETAILS AND DELEGATE

- Make a list of what needs to get done to make the event a success.
- Examples of what might be on the checklist:
 - ⇒ Contact Conferences and Events with updated event information and confirm your reservation and technical needs.
 - ⇒ Complete Public Space Notification Form for on-campus events.
 - ⇒ Pick up decorations
 - ⇒ Work with Student Activities on the contract
 - ⇒ Contact Artist/Agent to work out event day details
 - ⇒ Create and distribute publicity
 - ⇒ Reserve hotel and transportation
 - ⇒ Follow-up with SFC regarding payment
 - ⇒ Create a timeline for the day of the event that include what will happen and when, when people will arrive, and who is responsible for certain tasks.
- Remember your organization is responsible for the event and everyone should participate in making the event a success. One person should not be responsible for everything- delegate!
- After your event make sure the venue looks presentable. The space should be left exactly how you found it.