UWM Student Involvement Presents

Event Planning
Purpose and Goal Setting

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UWM | STUDENT UNION  
Student Involvement
Objectives

Today you will:

- Develop your purpose
- Brainstorm your goals
- Ensure those goals are S.M.A.R.T.
- Prepare to take the next steps in planning your event
Before we get started, here are a couple of tips to make the most of this presentation:

1. Write it down! Take notes as you follow along. When a question pops up, write an answer. Avoid the danger of trying to memorize all your thoughts and ideas only to have them forgotten later.

2. Having written things down, keep your brainstorming and goal setting records in an easily accessible place, such as PantherSync.
Developing Purpose
Brainstorming the 'why' of your event

Most people already have an idea of the type of event they want to hold (lecture, concert, dance, etc.). Taking the time to ask why you are holding that event will lead to setting clearer goals. Ask the following:

* Is the event intended to be educational? Be entertaining? Build Community?
* How will attendees benefit from the event? The organization members? The UWM community?
* What will you have accomplished once the event is completed?
Quick tips for Developing a purpose

Tip 1
Involve Organization Officers and Members
Don't fly solo. Ask others the same questions on the previous slide. Learn about what your organization wants.

Tip 2
Ask Your Advisor or SI Liaison
They are likely to be able to provide guidance and help set your goals. Your SI Liaison can be found in Union Room 363.

Tip 3
Revisit Your Charter and Past Events
Look back and remind yourself what your org is all about. Look at what you've done in the past to help determine the future.
An example of purpose:

The Pirate Appreciation Society wants to hold an educational event for the community that illustrates how pirates still exist today.
Now take a moment...

Write down the 'why' of your event and keep it close by for reference.
Now you know your 'why'....what's next?
Let's brainstorm the goals of the event:

- You know why you're holding the event. Now we can get to what your event goals are.
- On the next couple of slides are questions that will get your brainstorming gears moving.
First, answer these questions:

🔹 Who is the audience? Students? Faculty and Staff? The community at large?

🔹 How much time will you need to plan? Typically 3 months is a minimum for smaller events. 6 months to a year is necessary for larger events.
Now, answer these questions:

🧬 Will the event be on campus or off campus?

🔧 Where will your funding come from? Do you plan to apply for SAC grants or use other fundraisers? Will you charge for tickets to the event?
Setting S.M.A.R.T. Goals

With the information you've just brainstormed, you can now write down your goals. Use this guide to ensure that your goals are clear and concise:

* **Specific:** States exactly what you want to accomplish.
* **Measurable:** Gives feedback and lets one know when the goal is complete.
* **Assignable:** Goals must be assignable to individuals or groups. Who does what?
* **Realistic:** Challenging, yet attainable within a reasonable time frame.
* **Time-Bound:** Sets target dates to accomplish your goals.
Here's an example:

The Pirate Appreciation Society will hold a lecture on modern day piracy in the UWM Union that will be free and open to the public. This event will take place six months from now using SAC grants. Our attendance goal is 75 people.
With purpose and goals set you're ready to move on to take the next steps:

- Creating a timeline and planning
- Marketing
- Funding the event
- Day of and follow up
Visit the Student Involvement website for more event planning tools: uwm.edu/studentinvolvement
Student Involvement Resources

For more tools and resources on a wide variety of topics visit the Student Involvement Website:
 uwm.edu/studentinvolvement

OR

Visit PantherSync and check out the resources in the 'Files' section under 'All Student Organization Resources'