UWM Student Involvement Presents:
Event Planning, Planning, Marketing, and Budgeting
Objectives
Today you will learn to:

- Build Your Team
- Create a Timeline
- Set a Budget
- Get the Word Out
Things to Know

#1 Event Start Up and Planning Form
Before you start planning, take a look at the Event Start Up and Planning Form in the "Files" section in PantherSync. This form may be required for on-campus events, particularly those with contracts involved. Check with Student Involvement to be sure.

#2 Union Event Services
Located on the first floor of the Union, Event Services is an excellent place to seek event planning advice. Event Services will assist you in finding the right venue and set up, as well as helping to determine cost of any equipment needed.

#3 Student Involvement Liaison
Your Liaison can assist you in event planning and ensuring your Event Start Up and Planning Form is completed correctly. They work to help make sure your event is successful.
Step 1

Build Your Team

Planning an event is hard work and requires a team effort. Your first step should be to determine who is going to be a part of the event planning team. Here are some examples of roles to be filled:

**Event Manager:** Oversees the entire event and keeps the team on track.

**Communications and Marketing:** Responsible for getting the word out through advertising on and off campus and via social media.

**Logistics:** Handles the event venue and ensures that all day of needs are met, from large items such as sound equipment, to small items such as pens for email sign ups.

**Funding and Sponsorships:** Manages the budget for the event and assists in determining where funding will come from.

**Volunteer Coordinator:** Recruits and supervises all volunteers that are staffing an event.
Create a Timeline

Once you have your team assembled, work together to create a realistic timeline for your event.

* Work backwards from the proposed date of the event. This ensures that you have enough time and gives you a big picture view.

* Small events take up to 3 months to plan, while larger events range from 6 months to 1 year or longer.

* Remember to factor in how much time it will take to secure funding, reserve rooms, and handle contracts.

See one example of a possible timeline on the next slide.
Sample Timeline

This is just one way to create a timeline
Step 3

Setting a Budget

Brainstorm your event needs to ensure that you are covering all things small and large.

* List items you think you will need, from pens to sound equipment.

* Give each item a priority level from "Must Pay" to "Would Be Nice."

* Determine where the money to purchase each item will come from: SAC grants, fundraising, membership fees, etc.

<table>
<thead>
<tr>
<th>Item</th>
<th>Priority (Must Pay, High Priority to Pay, Would Be Nice, Low Priority)</th>
<th>Budget Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example One: Speaker Fees for lecturer</td>
<td>Must Pay</td>
<td>SAC Grants</td>
</tr>
<tr>
<td>Example Two: Replace organization table banner</td>
<td>Would Be Nice</td>
<td>Profits from fundraising</td>
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</tbody>
</table>
Marketing the Event
Create a comprehensive plan that is sure to reach your audience.

*Determine your target audience
*Decide how you will reach that audience (Flyers, Posters, Social Media, PantherSync, word of mouth, etc.)
*Use available resources such as Union Marketing, Student Involvement, and Advisors
*Delegate tasks and decide when each piece of marketing will go out

Contact Union Marketing markdesk@uwm.edu. They'll help with event promotional design and content development for social media, advertisements, press, and strategic marketing.
Step 4
Marketing the Event

Here is an example of how to keep track of your marketing.

Don’t forget to consider cost for each type of publicity.

<table>
<thead>
<tr>
<th>Minimum Marketing</th>
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<tbody>
<tr>
<td><strong>Publicity</strong></td>
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<td><strong>POSTERS</strong></td>
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<td><strong>Flyers</strong></td>
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<td><strong>OTHER</strong></td>
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(Note: not all items may apply to every event)
Include on all publicity: Sponsor Name, Date, Time, Location, and Price!
After You Have Your Timeline, Budget, and Marketing Details:

- Double check your plan for any errors or missing items.

- Run your plan by your advisor or Student Involvement Liaison. They may have suggestions that will help.

- Start looking ahead to the day of the event. Check out 3rd event planning video for more information.

- Finally, remember to plan some downtime before and after the event to recharge. Go into the event with a full tank of energy!
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'