

Who to See: **Student Involvement Liaison**

Questions:

- What are you going to do?
- Who are you doing it for?
- Why are you doing this?
- How are you planning to pay for it?

Focus on:

- Identify challenges to overcome
- Creating planning timeline.
- Gather Funding - or -
- Arrange Funding Plan

WHAT?

Who to See: **Union Event Services**

Questions:

- How many guests will I have?
- What will these guests be doing?
- Will my talent require any space?
- Space acquisition

Focus On:

- Securing Spaces and services
- Identifying early logistical needs

16 WEEKS

Who to See: **Student Involvement Liaison**

Questions:

- Who will be providing talent services?
- What are the talent needs?
- What services are needed to serve the talent?

Focus on:

- Broadly communicate contract obligations of the host or facility
- Understanding UWM/ Non-UWM contracting
- Negotiating terms with Talent
- Settling on final terms

WHO?

Who to See: **SI Liaison, Union Marketing, Event Services**

Questions:

- Who do you want/not to come?
- What access do different constituents have?
- What financial goals do you have from ticket sales?

Focus On:

- Contract Terms
- Audience Experience
- Service Specialists

8 WEEKS

Who to See: **Event Services and Marketing**

Focus on:

- Event planning/diagramming
- A/V planning/coordination
- Marketing design and proofing
- Dining/Food arrangements
- Signage and traffic flow plans
- Police and security arrangements
- Contracting service providers

HOW?

Who to See: **SI Liaison, Union Marketing, Event Services**

Focus on:

- Walking/talking through final details/arrangements
- Holding meetings with significant stakeholders
- Communicating any changes/needs
- **Have a great event!**

A “Likely” Timeline

The event planning timelines are contingent on some anchor dates, like when your organization secures its funding. The model below shows events that plan on using SAC Grant Funds. If you have an independent funding source, or have no funding need, feel free to trim this plan as appropriate.

Spring Semester Event (3/22)			Fall Semester Event (11/12)			
	Sample (DD/MM)	T-Minus (weeks)		Sample (DD/MM)	T-Minus (weeks)	
What?	10/5	24	Ideation	3/1	37	What?
	10/12	23	Space Allocation	3/7	36	
	10/20	22	Funding (SAC Grant)	3/15	35	
Who?	12/7	15	Talent	8/6	15	Who?
	12/14	14	Performance Rider	8/13	14	
	12/21	13	Event Planning	8/20	13	
	1/11	10	Define Audience	9/10	10	
How?	1/24	8	Marketing	9/25	8	How?
	2/15	5	Food	10/8	5	
	2/22	4	Staffing & Volunteerism	10/15	4	
	3/22	0	EVENT DAY	11/12	0	

This handout was created exclusively for UWM student organizations, showing:

- 1) There is a process in place at UWM enabling all student organizations to optimize the partnerships and services on campus to produce great events.
- 2) Working within these partnerships is not always necessary, but it is always recommended.
- 3) No event exists in a vacuum, therefore it will not be planned as such. Each event at UWM will be planned as a living part of the institution with which it comes in contact.