

General Tips for Great Event Planning

- 1. Set a goal.**

The un-aimed arrow always misses. As you start your planning process, your chapter should set a goal for the amount you want to raise. From there, decide on the number of participants you need to reach that goal and start to plan accordingly.
- 2. Involve the chapter.**

Keep your chapter involved. Look to them to help you come up with ideas for the event, and rely on their help to make it happen!
- 3. Assemble a Team**

It takes a committee to organize an event. Appoint a team to assist with planning. Pick people in the chapter who have the specific skills you need. For example, if you have a public relations major, put him in charge of event publicity. If someone in your chapter is great at graphic design, have him design the publicity materials, etc. Choose people who are good with follow through and deadlines.
- 4. Organization- Set a Timeline.**

The easiest way to begin to organize an event is to organize yourselves first. Set a timeline, mapping out what needs to get done and when it needs to be done by. Use this timeline at your meetings to gauge your progress.
- 5. Set a budget.**

Any event you plan will end up costing the chapter something. This can be as small as making photocopies to as large as buying newspaper advertisements. Knowing in advance what your budget is will help you plan accordingly.
- 6. Start planning EARLY.**

Start planning your event at least 8 weeks out. This will ensure you ample time to get all the details together and finalized.
- 7. Understand the advertising policies on your campus.**

Meet with your Greek Advisor and Student Activities office. You want to use this time to check on other activities on campus, and make sure nothing conflicts with your event. You also need to learn about policies and procedures to holding an event on campus.
- 8. Publicize**

The key to success is to make sure people know about your event. Have your publicity team member assist in the creation of press releases, written advertisements, and other ways to reach out about the event.
- 9. Thank the Participants**

The most important aspect of setting up your event for the next year is to thank all the participants. Make sure to thank advisors, the Student Activities center, participants, alumni, sponsoring businesses etc. The more they feel your appreciation, the more likely they are to help you again.
- 10. Transition the next person.**

Keep detailed notes and information about the event well organized. It will be essential when you transition the person who takes over the position after you. Transition should be more than just handing over a binder. Take time to review everything in it.