



**EVENT PLANNING
AND
MANAGING A STUDENT
PROGRAM**

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EVENT PLANNING AND MANAGING A STUDENT PROGRAM

1.0 Introduction

1.1 To assist student organizations in finding information related to planning programs, events and activities, International Student Centre has adopted the phrase “Event & Program Planning” as a term of reference. This allows students to seek out this one phrase to find information of interest to the various elements of planning events, activities and programs.

2.0 Planning Events, Programs and Activities

2.1 Student organizations organize many events and programs for the campus community. The information provided is intended as a first step in planning programs. Other regulations may be applicable and additional services or resources may be available depending on the details of a particular event. Student organizations are strongly encouraged to seek your advisors as early as possible in the planning process. Event & Program Planning assistance is also available from International Student Centre.

2.2 Most student groups organize small events. These might include new membership recruitment drive, exhibitions, meetings, social meetings and similar events.

2.3 Student organizations sometimes arrange for major events or programs on campus. Many of the guidelines for small events can be

applied for major programs as well. In addition, there are a number of considerations unique to major programs.

3.0 Why sponsor an event or activity?

3.1 It is important for an organization to give careful and thoughtful consideration to the reasons behind the desire to organize an event or activity. It is not just to plan events each year that the organization has always done without any thought to whether or not they still work. It is also important to consult the organization's mission objective statement (normally found in the organization constitution).

3.2 Before deciding what event or activity to do, it is important to know what the organization is seeking as an outcome and evaluate different activities to assess the percentage of probability of reaching the goal of the activity with each possibility.

4.0 How will we know if we are successful?

4.1 The beginning of the activity planning process is the place to determine how the success of the event will be measured and evaluated. Deciding at the beginning of the event planning process exactly what sort of measures and evaluations need to be available at the end of the event will make planning for them much easier. It also

insures that evaluation of the event is part of the overall program plan from the start.

4.2 Frequently, student organization fail to do any meaningful post-event evaluation to determine if the event was successful in meeting its goals and purpose. It is sometimes important to get evaluation and feedback from event participants while at other times it is critical to collect evaluation and recommendations for improvement from the individuals working on the event or activity.

5.0 Target Audience

5.1 Once the purpose of an event or activity has been determined, it is important to decide who the target audience for the event will be. A target audience is a group of individuals whom the event planners are most interested in seeing them as participants in the event or activity.

5.2 By contrast, a recruitment event would have a target audience of current UTM students who are not currently members of the organization.

6.0 Benefit and Liability

6.1 Organizers must always consider the benefits when hosting an event. Typically, events that involved non-University individuals, as performers, presenters or as part of the audience, required the

additional benefit and welfare issues. If the event includes any activities that have a higher level of risk of injury than normal day-to-day activities, additional student insurance will likely be required.

7.0 Program Concept

7.1 Determine goals

Examples: To bring a community together, to educate, to expose individuals to different points of view, to support other programs, to provide entertainment, to provide opportunities, to socialize or to relax.

7.2 Brainstorm

Brainstorm the type of program and possible themes that will match your goals. Examples: fund-raisers, trip, festival, athletic event, recreation, tournament, quiz contests.

7.3 Decide on a program within your budget

Discuss the options within your group and make a group decision.

8.0 Program Planning

8.1 Pick a date

8.1.1 Consult the academic calendar.

8.1.2 Find a convenient day for members.

8.1.3 Check on facility availability.

8.2 Choose a location

8.2.1 Project attendance.

8.2.2 Determine the program needs—chairs, tables, lighting, sound, stage, open space, buffet area, etc.

8.3 Decide on a time

8.3.1 Determine a convenient time for the targeted audience.

For example, Plan a time between classes or weekends for a program. Do not plan a program when other organization are organizing a program. You will loose your audience.

8.4 Don't forget your budget

8.4.1 Project all expenses and incomes

8.4.2 Stay on budget.

8.4.3 Brainstorm additional funding sources.

8.5 Consider any entertainment

8.5.1 Determine the entertainment type.

8.5.2 Research local or famous performers.

8.5.3 Contact and negotiate price.

8.6 Food

8.6.1 Determine food needs.

8.6.2 Design a menu.

8.6.3 Make catering arrangements.

8.7 Publicity

8.7.1 Consider all publicity possibilities.

8.7.2 Design publicity strategies for targeted audiences.

8.7.3 Design your promotion to fit the style and theme of the program.

8.8 Other

8.8.1 Cover all aspects of the program, additional possibilities are: travel, cleanup, security and volunteers.

9.0 Program in motion

9.1 Backward Planning

9.1.1 Develop a list of tasks that need to occur, before, during and after the event and determine who is responsible. On a blank calendar, mark the date the tasks are due to be completed. Then count days backwards to assign due dates for

the components of the task to lead up to the final task being completed. Gantt Charts are also helpful.

9.2 The day of the program

9.2.1 Come early to check on room arrangements and setup.

9.2.2 Prepare a brief speech

9.3 Evaluate

9.3.1 Do an evaluation of the program at the next meeting.

9.3.2 Determine if you have accomplished your program goals.

9.3.3 Record results (positive/negative) for future planning.

9.3.4 Prepare financial statement of actual expenditures.

9.3.5 Send thank you notes to appropriate people.

10.0 Checklist for Programming

The Six-Week Event & Program Planning Checklist

10.1 During 6 weeks prior to the event

10.1.1 Get a clear picture of the event

➤ Who, What, Where and When?

10.1.2 Reserve the space where the event is to be held. Complete all Application Forms that need to be submitted.

10.1.3 Dealing with Agents for performers - Before you contact them, be sure of the following:

10.1.3.1 Size of your budget.

10.1.3.2 Confirmation of venue reservation.

10.1.3.3 Know the size of your venue and it's number of seats.

10.1.3.4 Dimension / size of stage.

10.1.3.5 Equipment that you or the campus can provide.

10.1.4 Contracting - Remember, everything is up for negotiation!

10.1.4.1 Negotiate price of act for performance.

10.1.4.2 Discuss technical requirements (sounds, lights, stage requirements, equipment, logistic needs, food and hospitality)

10.1.5 Seek Sponsorships - It's a great way to save money! Create a letter with all of the vital information (date, time, location, reason, etc.). You may include the specific amount of money with reasonable benefit, time and resources you are requesting.

11.1 During 5 weeks prior to the event

11.1.1 Order all materials, equipment and special services

11.1.1.1 Room setup and floor layout / plan

11.1.1.2 Rostrums, stage, tables, chairs - Pejabat Harta Bina

11.1.1.3 Audio/visual equipment - Pejabat Harta Bina / college

11.1.1.4 Review of security measures, directional signs,
student parking, staff parking and transportation.

11.1.2 Begin recruiting volunteers for set-up, training and marketing

11.1.2.1 Request help from other student organizations

12.1 During 4 weeks prior to the event

12.1.1 Begin marketing and publicity - **BRAINSTORM!**

- Banners
- Posters
- Flyers
- Handouts
- Newspaper Articles
- Website
- Press Releases
- Bas Advertisement
- Radio Advertisement
- P.A System Announcement

Use your volunteers to contact other student organizations and colleges community. Try to speak to the leaders of organizations or get on the agenda to speak at a Student Representative Council meeting.

**** Always remember... Do NOT advertise / promote any events until you have received an approval letter by International Student Centre**

13.1 During 3 weeks prior to the event

13.1.1 Follow up on Sponsors (if they have not respond).

13.1.2 Confirm your booking and other necessity (ex. T-Shirts, Food etc)

14.1 During 2 weeks prior to the event

14.1.1 Colleting fees (if required).

14.1.2 Advertising and Marketing - Use your volunteers!

14.1.3 Send out special invitations or letters

15.1 During 1 week prior to the event

15.1.1 Follow up on all requests (Pejabat Harta Bina, catering, college, faculty, etc.)

15.1.2 Event organizers should inform Security Office if programs involve non-university audience / presenters.

15.1.3 Redistribute marketing (if necessary)

16.1 Day before the event

16.1.1 Confirm all requests.

16.1.2 Review checklist - Was anything skipped?

16.1.3 Implement your evaluation of the event, compile responses and attempt to measure how successful the event was based on your purposes for sponsoring it.

“Don’t argue for other people’s weaknesses. Don’t argue for your own. When you make a mistake, admit it, correct it, and learn from it / immediately.”

By Steven R. Covey

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