

# **The Club Event Planning Guide**

## ***To Help you Plan the Best Event Possible!***

### ***Assembling a Planning Team***

- Don't attempt to plan a large-scale event on your own. As talented as you are, there are way too many pieces to try to do on your own! You need a team of at least 5 committed members to successfully plan a large-scale event.
- Learn to delegate well. Assign point people to various tasks and have them report back to the team at regular intervals
- Put things in writing for your planning team to ensure that everyone is on the same page. You cannot over-communicate to your team or to campus constituencies with whom you are working

### ***Choosing a Venue***

- Provide clubs administrator plenty of details to be able to reserve the appropriate campus room for your event. Include time for set up and clean up in your room reservation request. Make sure to do this at least 2 weeks prior to the event; more if possible!
- Events in the gym are tricky! Brad Elliott coordinates all sound and set up in the gym and must be contacted prior to planning an event in the gym to determine feasibility. [Consider sound, set up costs, and very limited availability]
- Parking [If off campus parties are coming to campus for your event, parking should be coordinated through Public Safety]
- Security [Campus events involving more than 100 students require that public safety be notified; they should be made aware of events at the earliest planning stages].
- If any part of your event is to be held outdoors the Physical Plant should be contacted. They know about sprinklers, new projects and limitations on lawn areas.

### ***Determining Who Should be at Your Event***

- Besides Westmont students, are there faculty, staff, administrators or community members you would like to attend your event?
- If so, be sure to send out invites early as schedules fill up quickly.

### ***Using Amplified Sound***

- Any amplified sound on campus must be approved by Jena Harris, Westmont's Property Manager.
- Typically, outdoor amplified sound events are not approved as they need to be planned one year in advance per county regulations.

### ***Making Electronic Equipment Reservations***

- Will you need a projector, laptop, speakers, microphone or karaoke machine for your event?

- These items can be rented for a fee from the Equipment management office with an on-line reservation at <http://www.westmont.edu/offices/emo/index.html>.
- Make sure that you have secured the necessary funds through WCSA clubs.

### ***Determining Event Supplies Needed***

- Will you need signs, tables, chairs, trash cans, and other items for your event?
- These items can be rented for a fee from Event Services through the WCSA Clubs Administrator.
- Make sure that you have secured the necessary funds through WCSA clubs.

### ***Providing Food at your Event***

- Will you need linens, water, coffee or other food services at your event?
- These items are convenient yet costly to book through Sodexo.
- Please refer to the Sodexo on-line catering site for more information.
- All catering requests through Sodexo must be pre-approved through WCSA.
- Consider purchasing food supplies at local grocery stores; Smart and Final is a great bulk purchasing option.
- If you plan to make purchases at Costco, make sure you have a Costco card and cash or a debit card with the member's name on it. Costco does not accept credit cards.
- If you do not use Sodexo for catering, they are not able to provide any items (platters, water, serving utensils) or support for your event.

### ***Advertising***

- Advertising is a large component and can be very time consuming to do well
- Have you considered the following: posting your event on the current students page; creating a facebook event; hanging a poster in the DC; hanging flyers around campus; contacting RDs to let RAs know and requesting to post in residence hall bathroom readers; putting an add in the Horizon (cost involved); setting up a table in the DC and telling all the people you know?
- Make sure to get all posters and flyers stamped and approved by the Campus Life or Student Life Offices

### ***Promoting Event Attendance***

- If you're going to put a great deal of time planning this event, you want to make sure people show up!
- Consider extra credit for classes, having popular faculty involved, inviting specific campus departments to attend, offering door prizes, food, etc.

### ***Dealing with Contracts***

- Contracts are typically required for outside speakers, off campus venues, lighting, security, djs, transportation, etc.
- Students CANNOT sign contracts for Westmont sponsored events.
- All contracts need to be vetted and reviewed by the Campus Life Office and the Office of Procurement.

- If your event may involve contracts, please plan to meet with the Director of Campus Life ASAP to ensure that contracts can be finalized in time for your event.

### ***Fundraising***

- Student groups are not permitted to fund raise through the college where tax- deductible receipts are involved.
- Clubs desiring to fundraise must submit an application through the Office of College Advancement.

### ***Transportation***

- If your event is off campus do you have a means for students to get there?
- Transportation can be very expensive so please plan accordingly
- Any students driving on club business should be approved college drivers.
- Students are not authorized to rent campus vehicles. All Westmont vehicle requests must be initiated by campus departments.

### ***Tickets and Sales***

- Will you be selling tickets for your event? Consider this carefully as you don't want it to hinder students from attending.
- Will you sell tickets in advance? Lower cost before the day of cost?
- Selling tickets in advance can be time consuming.
- Will you need to borrow a cash box from WCSA?
- Will you need change?
- Make arrangements for monies to be deposited into WCSA Clubs account for your use.

### ***Budget and Funding***

- Now that you've considered the vast possibilities for your event, is the amount of funding you requested through WCSA sufficient for your event needs?
- Update your event budget based on all costs associated with the event.
- How could you secure other sources of funding?

### ***Planning for Day of the Event***

- Determine arrival and set up time/clean up
- Determine who is the primarily point person for the event
- Determine schedule for shifts if necessary
- Determine who is the go to person for emergencies or last minute needs
- Consider finding additional volunteers and help for the day of. Many hands make light work.

### ***The Finishing Touches***

- Events are most successful when planning begins well in advance.

- Have you considered the look of your event? Decorations can make a mediocre event into an excellent event. Decorations require creativity and advance planning
- Excellent communication with all involved is a must
- Consider thanking all those involved with a hand written note or small gift card