Event Planning

Whether you are creating a new event or changing up an annual signature event for your organization planning and executing an event is a huge task! Here are some tips and resources to help your event run smoothly!

Steps to take to execute your event:

1. Determine what type of event you will host
   • You have a variety of options for your event such as: lecture, speaker, dance, auction, concert, fair, discussion, play, presentation, fashion show, celebration, community service or a fundraiser to name a few options
   • Decide the goal and purpose of your event
     • Are you raising money?
     • Celebrating your organization’s culture or talent?
     • Rewarding members of your organization for their hard work?
     • Just to having fun?

2. Details for your event
   • Will your event have food? Look into your different approved catering options for events taking place in RHUU
   • How many attendees will be at your event? Will there be a ticket for people to purchase? How many people does your space need to hold?
   • Depending on the event you will need to look into details for decorations, approved vendors, requesting speakers etc.
   • Do you plan on serving alcohol at your event? Make sure you have attended an alcohol event workshop. You will also need to fill out an event registration form located here: http://www.sa.sc.edu/studentorgs/files/2010/05/Alcohol_Event_Approval_Form_2010.pdf

3. Budget your event
   • Decide how much money you can allocate for the event. Do you need to request funding from Student Organizations? Do you have enough money from Student Government for your event?
   • This step will allow you to determine if you will need to sell tickets to your event in order to help with costs
   • Make sure to research all details for the event including catering costs, room reservation fees, decorations, cost of speakers etc.
• Choose a budget and make a detailed plan of how to stick to it!

4. Schedule your event
   • Pick a date, time and location for your event
   • Look at deadlines for room reservations and requesting money for your event

5. Successfully marketing your event
   • Make sure to plan ahead so you have sufficient time to get the word out about your event!
   • Look at your different sources for advertising: the daily gamecock, UofSCStudOrgs twitter account, emails, table on Greene street, flyers, Facebook event etc.

6. Evaluate your event
   • Taking the steps to assess your event is important to determine how successful your event was and if it is worth continuing for next year or if changes need to be made to make it more successful!

Helpful Contacts:

Student Organizations
Russell House Suite 227
Phone: (803) 777-2654
so@mailbox.sc.edu

RHUU Event Services Office
Russell House Suite 218
(803)777-8182

Helpful Resources:

Event registration form for events with alcohol:
http://www.sa.sc.edu/studentorgs/files/2010/05/Alcohol_Event_Approval_Form_2010.pdf

Facilities Issues work request: https://sawebdev.wufww.com/forms/russell-house-facilities-issues/

Russell House University Union Room Request system: http://ems.sa.sc.edu/virtualam/Login.aspx