

Planning an Event at WIU-QC

To plan a fun and successful event at Western Illinois University – Quad Cities, The Office of Student Activities would like to offer you a few suggestions to make your planning experience easy and enjoyable. Here are some tips you should consider:

- Allow time to plan an event – planning is the most crucial and time-consuming aspect for any type of event. The earlier you start, the more likely you are to secure your preferred venue on your preferred date and develop a successful event.
- Budget – have dollar figures in mind when you plan. You should be able to build a budget based on your event plan. A well coordinated budget will ensure that your organization can sustain its activities comfortably throughout the year.
- Reserve a room – based on the number of attendees you realistically expect and best fulfills the purpose of the event. You don't want to crowd your guests and you want to accommodate all the planned activities during your event. The Office of Student Activities can offer suggestions.
- Use evaluation sheet to determine:
 - Event name
 - Type of event
 - Purpose of event
 - Date of event
 - Start and end times (plus time to setup/tear down
 - Anticipated attendance (separate students, staff, faculty, community)
 - Space and room reservation
 - One designated contact person
 - Anticipated expenditures
 - Objectives for event

- Event Timeline -

12-16 weeks prior to the event (or earlier if possible):

- Set up a timeline for members to complete tasks.
- Reserve space. Email Jean Kinney for a room assignment.
- Establish budget, considering program, decorating, publicity, or catering costs.
- Check to see if dates conflict with other events.
- Select artist or speaker, and contact an agent (if necessary).
- Check on availability of speaker, artist, administrator, etc.

8-10 weeks prior to the event:

- Decide stage requirements and/or room set-up.
- Prepare all advertising – devise a plan to get the word out. This is the responsibility of the Secretary to do all public relations.
- Order special equipment, such as audio-visual needs (make sure Anticipated Expenditure forms are approved in advance of making purchases – 2 weeks minimum, 30 days for purchases with contracts).

5-7 weeks prior to the event:

- Complete final event budget.
- If catering is needed, contact caterer and set up menu.
- Design flyers, posters, and program.

3-4 weeks prior to the event:

- Check to make sure arrangements are on schedule/budget.
- Start any advertising campaigns (consult campus posting policy).
- Student Activities will place all flyers, posters, etc. around campus
- If advertising in other locations (if open to the public), approval is still needed from student activities with WIU-QC logo.
- Start making any decorations.
- Order any awards.

1-2 weeks prior to the event:

- Check on all advertising to ensure the effectiveness and timing.
- Meet with committee to take care of last-minute details – use the committee to make a final publicity push.
- Make sure programs are ready (if you are using one).
- Arrange for artist/speaker transportation (if necessary).

Day of the event:

- Make final check of room to ensure correct set-up.
- Make final arrangements for speaker and special guest introduction.
- Arrange for an equipment check.
- Put up decorations.
- Pick up any last minute items.

After the event:

- Check that all tear-down/clean-up is complete.
- Ensure that all left-over materials have been stored and inventoried properly in the student organization storage closet area.
- Make sure any purchasing cards (HyVee card, etc.) have been returned within 24 hours of check out.
- Make sure all receipts have been turned in to Student Activities representatives – this **must** be done no later than 2 business days after the event. All receipts must be original and tax-exempt. (If reimbursement is going to an individual, we must have their info within 2 days as well).
- Hand in the Event Evaluation Form to Student Activities – this must be done within 2 business days, and turned in with receipts.
 - **Failure to turn in receipts and an evaluation with 48 hours will result in a \$50 deduction in the current year budget of your organization.**