

Beaver Tips: Events 101

According to Simon Senek: “People don’t buy what you do, they buy why you do it.” When you are starting to plan an event, your first step is to ask yourself:

Why are you planning – what is the core purpose?

What is your organization’s mission and goals?

What else is currently being done on campus, and what is needed?

When you have a clearly defined purpose, you can then ask:

- What are you planning?
 - Is your content educational, informational, community-building, and/or social?
 - Make sure all activities connect to your core event purpose
 - Set goals related to the specific things you hope your target audience will leave your event knowing, doing, or thinking?
- What is the scope and complexity of your event?
 - Identify factors that may require additional care or time. See the chart below for examples.
 - Ensure your venue will meet the needs of your event.
- How will you make it happen?
 - Do you have the funds and resources to make this event happen?
- Who is involved?
 - Reach out to possible campus partners
 - Put together a planning committee with diverse skills and experiences
 - Seek out additional resources if there are gaps in your planning committee
- How will you know if you are successful?

Meet with a Peer Advisor in Student Events and Activities and visit <http://apps.ideal-logic.com/osusli> to login to your club dashboard and complete the activity planning form/report.

| 2 Weeks | 5-10+ Weeks | 8-12+ Weeks |
|--------------------------------|-------------------------------|----------------------|
| Simple | | Complex |
| Low Risk | Medium Risk | High Risk |
| Student Poet | Contracted Performer | Rock Bands |
| Student-Led Discussion Meeting | On-Campus Speaker | Political Candidates |
| 1 Hour Information Event | Recruitment Meeting with Food | Open House |
| Info Table | Recreational Sporting Event | Multi-Day Conference |
| Light Refreshments | Catered Meal | 5K Walk/Run/Roll |
| Local Travel | Regional Travel | Self-Produced Meal |
| | | Out of State Travel |

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