

## XU Event Planning Tip Sheet

### WHAT: Choose an Event

- What is the event going to be?
- What do you hope to accomplish at the completion of the event?
- What approval is necessary for your event (i.e. travel/trip approval, fundraising approval, other)?

### WHO: Plan for Your Audience

- Who is your target audience?
- Who do you expect to attend?

### WHY: Know Your Purpose

- Why are you doing this event?
- Why is it beneficial to the campus community?

### WHEN: Pick a Date

- Consult University academic and event calendars
- Check athletic schedules and other major event dates

### WHERE: Reserve a Space

- Bellarmine Chapel
  - Contact Bellarmine Parish Office, x.3398
- Cintas Center
  - Contact Geoff Beers – Banquet Room, Conference Rooms, etc., x.3444
  - Mike Dunn – Cintas Arena, x3223
- Classroom Spaces and Kelly Auditorium
  - Contact Registrar's Office, x.3941
- Conaton Board Room – this is a difficult space to reserve
  - A Vice President needs to submit a memo on your behalf
- Gallagher Student Center – Rooms 330, 214, Clocktower, tables, and atrium spaces
  - Contact Debbie Romanello, x.3205
- Gallagher Theater
  - Contact Tracy MacMoline, x.3576
  - Complete Request for Technical Support for Theater form (on Players website)
- Greenspace – Academic or Residential Mall or Gallagher Awning Area
  - Complete Outdoor Events Policy available in SGA Office (2<sup>nd</sup> Floor Gallagher)
  - Contact J.B. Bailey, x.4888
- Recreational Sports Facilities
  - Contact Jim Ray - Schmidt Fieldhouse, Soccer Field, Tennis Courts, Armory, x.3044
  - Contact Leslie Dulle - O'Connor Sports Center, x.3209
- Residence Hall Spaces – Lounges, Recreation Rooms
  - Contact appropriate Hall Director or call Residence Life at x.3203

### HOW: Find Funding Sources

- Your club budget
- Co-sponsor with other clubs, organizations, offices, or departments
- SAC Co-sponsorship
- SGA funding
- Co-curricular funding board

### HOW: Promote Your Event

- Flyers, posters
  - Flyers in Gallagher must be stamped at the Welcome Desk
  - Submit 75 flyers to Residence Life and they will distribute them to RAs
- Handbills
- Bulletin Boards
- Banners/Sheets
- Sidewalk Chalk
- Newswire
- Portal/Group Pages
- Facebook
- Table Tents
- Local Media
  - Newspapers, Radio and TV stations
- Information tables
  - Make a reservation with Gallagher at least 2 weeks prior to your event

### HOW: Complete Paperwork

- Budget forms: purchase orders, request for check/cash
- Independent Contractor & W-9 forms
- Outdoor events forms
- Fundraising
- Physical Plant Set-up
- Request for Technical Support for Theater

### HOW: Consider the Following

- Review campus policies
- Liability issues
- Security needs
- Using vendors for supplies and/or food