

## EVENT PLANNING GUIDE

Whether you have experience in event planning, or this is one of your first kicks at the can, planning an event can be stressful and a lot of work and it can be hard to know where to start. This Event Planning Guide will give you a basic structure on how to start planning your Clubs event. Remember to also use the Club Program Coordinator for assistance and any questions you have along the way.

### START AS EARLY AS POSSIBLE

Your event planning should begin long before you submit your event request and get the approval for your event. The 4-week admittance for submitting an event request is just so we can ensure your space is booked, however, before submitting the request you should already have your event goals, budget and basic logistics information in place. Use the timeline below to know how to effectively manage your event planning time.

10 Weeks Prior	
Task	Details
Establish Event Goals & Objectives	<ul style="list-style-type: none"> <li>• Why are you hosting this event?</li> <li>• What is your event's purpose?</li> <li>• How many people do you wish or hope to attend? Who is your target audience?</li> <li>• What is the basic structure of the event?</li> <li>• Will you be hosting your event in person or virtually?</li> </ul>
Create a Budget	<ul style="list-style-type: none"> <li>• Come up with a budget based on how much you ALREADY have to spend</li> <li>• Break down how much you want to spend on specific items, i.e. catering, printing/marketing, decorations</li> </ul>
Check in with Club Program Coordinator	<ul style="list-style-type: none"> <li>• Meet with the Club Coordinator to make sure that there are no red flags with this event, no legal issues, no timing issues and no conflicts of interest</li> <li>• The Club Coordinator will be able to help with any ideas or tips on the event</li> </ul>
Delegate Tasks to Committee/ Club Members	<ul style="list-style-type: none"> <li>• Make sure each person involved has specific tasks to complete</li> <li>• Give each person delegated tasks DEFINED deadlines to complete them by</li> <li>• Create a work back schedule or critical path for all organizer</li> </ul>
Identify Any Risks	<ul style="list-style-type: none"> <li>• Clearly define any risks that might be involved in your event</li> <li>• Create a plan on how to mitigate or what to do in case these risks cannot be removed (i.e. creating waiver forms or an emergency plan)</li> </ul>

9 Weeks Prior	
Task	Details
Select a date and time	<ul style="list-style-type: none"> <li>Choose a date and time that works best for you and your event's target audience</li> <li>Choose at least two other dates that would also work to have as back up if there are issues with the original date</li> </ul>
Choose a location	<ul style="list-style-type: none"> <li>Pick a location that makes the most sense for your budget, target audience and event structure.</li> <li>Remember that BCIT is BUSY and there are tons of events hosted on campus each week. Pick a variety of location options in case your original option is unavailable.</li> <li>If the event is virtual, decide on the platform to use.</li> </ul>
Choose a theme/topic	<ul style="list-style-type: none"> <li>If you're having a themed event, what will that look like?</li> <li>Alternatively, if you're having a speaker or panel session, now is the time to come up with topic ideas for panelists.</li> </ul>
Create a basic agenda	<ul style="list-style-type: none"> <li>What will the structure of your event look like?</li> <li>Break down by the hour, or even half hour, what will be happening</li> <li>This will give you an idea of what you need to fill the time and what you need to prepare</li> </ul>
Meet with organizers (faculty, club, external guest)	<ul style="list-style-type: none"> <li>There are likely other stakeholders in your event, make sure you check in with them EARLY to make sure everyone is on the same page</li> </ul>

8 Weeks Prior	
Task	Details
Apply for event funding	<ul style="list-style-type: none"> <li>• If your event could use some additional funding, and is applicable for event funding, apply at the 8-week mark</li> <li>• Remember this funding is never guaranteed so you should have other means of fundraising for this event</li> </ul>
Book space on campus	<ul style="list-style-type: none"> <li>• Even though there is a 4-week minimum for submitting an Event Request, it is always better to book early</li> </ul>
Plan set-up logistics for day of event	<ul style="list-style-type: none"> <li>• Do you require any assistance from BCIT staff or BCITSA?</li> <li>• What kind of equipment would you require?</li> <li>• Any specific AV requirements?</li> <li>• Have tech support and an understanding of the platform if a virtual event</li> </ul>
Create marketing plan	<ul style="list-style-type: none"> <li>• Discuss what forms of marketing you will use to promote your event</li> <li>• Schedule when each marketing material will go out (i.e. social media 7 weeks prior, posters 4 weeks prior, etc.)</li> </ul>
Research Speakers	<ul style="list-style-type: none"> <li>• Begin by researching that have worked with your club in the past or have relation to BCIT</li> <li>• Alumni are great options for this!</li> <li>• Compile a list of all ideal speakers</li> </ul>

6-7 Weeks Prior	
Task	Details
Secure speakers	<ul style="list-style-type: none"> <li>• Does this require a contract or written agreement?</li> <li>• Request for bio (including current job title &amp; employer &amp; headshot)</li> <li>• Don't reach out to everyone on your list at once, go for top picks</li> </ul>
Mc/host	<ul style="list-style-type: none"> <li>• Secure a host or MC for the event</li> <li>• Discuss strategies of managing the timeline of the panel or event</li> </ul>
Send save the date	<p>As mentioned, there is always lots of stuff going on at BCIT. Sending a save the date ensures people will pre-schedule your event.</p> <ul style="list-style-type: none"> <li>• Send the save the date to:               <ul style="list-style-type: none"> <li>• Club members</li> <li>• Email set rep</li> <li>• Faculty channels</li> </ul> </li> </ul>
Create social media event page	<ul style="list-style-type: none"> <li>• Create and share an event page on Facebook, or similar social media website</li> </ul>
5 Weeks Prior	
Task	Details
Confirm speakers/guests	<ul style="list-style-type: none"> <li>• Ensure you confirm the speakers either in a contract or email agreement</li> <li>• When you confirm, make sure you get a bio if you don't have one already</li> </ul>
Set up eventbrite or other software	<ul style="list-style-type: none"> <li>• Use it for RSVP to get to know exactly how many people plan on attending your event.</li> <li>• If you are using eventbrite to sell ticket the club coordinator can give you information to get money from ticket sales directly deposited into your club account.</li> </ul>
Send invite to industry/alumni	<ul style="list-style-type: none"> <li>• If you plan on having industry or alumni come now is the time to invite them</li> </ul>
Market event at set rep meetings	<ul style="list-style-type: none"> <li>• Set rep meeting only happen once per month, but are a great way to get information to a lot of people at once.</li> <li>• Notify the chair for the school of set reps you'd like to talk to ahead of time to get on the agenda</li> </ul>

4-3 Weeks Prior	
Task	Details
Submit the event request form	<ul style="list-style-type: none"> <li>All event requests must be submitted 4-weeks minimum</li> </ul>
Market event around campus	<ul style="list-style-type: none"> <li>This would be a good time to put up posters around campus or have tabling in high-traffic areas</li> <li>Re-post your original social media and digital marketing efforts</li> </ul>
Book catering	<ul style="list-style-type: none"> <li>Work with the Club Coordinator to ensure your catering request is fully submitted</li> <li>This will include any linen or set up requests if you're in TSQ rooms</li> <li>Changes can be made closer to event</li> </ul>
Confirm any AV requirements	<ul style="list-style-type: none"> <li>Work with the club coordinator to make sure all av requests are confirmed for the day-of event</li> <li>NO changes can be made on the day of event, all requests must be confirmed at least one week prior.</li> </ul>

2-1 Weeks Prior	
Task	Details
Send reminder to guests	<ul style="list-style-type: none"> <li>• Use list of RSVP'd guests or those who have bought tickets</li> <li>• Provide information on parking and direction of where to go when they get to campus</li> <li>• If there are speakers, provide information in the reminder.</li> </ul>
Send reminder to speakers	<ul style="list-style-type: none"> <li>• Provide information on where to park and directions of where to go when they get to campus</li> <li>• If they are sharing the stage with a few other speakers or a panel, provide some information on who they will be sharing the stage with</li> <li>• Send sample questions if conducting a panel or interview</li> </ul>
Arrange photography at event	<ul style="list-style-type: none"> <li>• Photos are great for sharing and can even be used to send to sponsors</li> <li>• You don't always have to hire a fancy photographer too. Rent a camera from AV or get a friend who has one to snap some pics</li> </ul>
Create sign-in form	<ul style="list-style-type: none"> <li>• This is important especially if it is a ticketed event</li> <li>• At this point, also assign someone to the registration table on the day-of event</li> </ul>
Create name tags	<ul style="list-style-type: none"> <li>• Include attendees name and title</li> <li>• Be sure spelling of all names is correct</li> </ul>

WEEK OF EVENT	
Task	Details
Follow Up on Catering	<ul style="list-style-type: none"> <li>Make sure everything is in order and no changes need to be made</li> </ul>
Follow Up on AV	<ul style="list-style-type: none"> <li>Make sure all AV requirements have been requested and there are no last-minute changes or needs</li> </ul>
Ensure Signage Created	<ul style="list-style-type: none"> <li>BCIT can be a confusing campus. Make sure there is adequate signage to get attendees where they need to go</li> </ul>
Write Thank You Cards	<ul style="list-style-type: none"> <li>If you have speakers coming who have donated their time, take your time to write thank you cards on behalf of your club</li> </ul>
Check in with Coordinator	<ul style="list-style-type: none"> <li>Check in with Club Program Coordinator or Event Manager regarding any equipment needs</li> </ul>
Test Platform	<ul style="list-style-type: none"> <li>Run a test run on the platform with speakers and tech support.</li> </ul>

DAY OF EVENT	
Task	Details
Beginning of Day	<ul style="list-style-type: none"> <li>Post Signage, Review and print Attendance for event, Gather AV equipment and inventory other equipment needs and be familiar with location</li> </ul>
As soon as the room is available	<ul style="list-style-type: none"> <li>Set up seating/registration table, ensure room is clean and tidy</li> </ul>
One Hour Before	<ul style="list-style-type: none"> <li>Set up banners, get catering, set up AV and set our any forms needed</li> </ul>

POST EVENT	
Task	Details
Write Post-Event Report	<ul style="list-style-type: none"> <li>• Post event reports are MANDATORY and must be submitted no later than 14-days after the event</li> <li>• Once post-event report is completed, send a copy to the Club Program Coordinator</li> </ul>
Thank All Attendees and Speakers	<ul style="list-style-type: none"> <li>• Send out a post-event evaluation form</li> </ul>
Debrief with Committee	<ul style="list-style-type: none"> <li>• This could also happen at the same time as when you fill out the Post-Event Report</li> <li>• Go over what went well, what could have been done better, budgeting vs. actual spent, etc.</li> </ul>