

## Step 1: Assess, Brainstorm, Check, & Select

### Assess:

- What are your organizational goals and how does each idea help you meet them?
- What activity or program will satisfy organizational or target audience needs?
- Do we have enough time, financial and personnel resources to produce the activity or program?
- Are your members enthusiastic about organizing this event?

### Brainstorm:

- Identify all possible activities and programs.

### Check:

- Is there an appropriate space or venue available on the date you have chosen?
- Is the talent or speaker available on the date you have selected?
- Are there activities or programs already planned that could conflict with your program?

### Select:

- Why are we interested in doing it?
- Who are we doing it for?
- What will be gained by the implementation of our program or activity?

## Step 2: Prepare an Event Production Plan (Outline the steps necessary to implement the program.)

- Outline event format.
- Setup a marketing/promotional plan. (See Quick Reference sheets: *Media Contacts* and *General Publicity Ideas*.)
- Determine setup and/or catering details.
- Develop a budget and create staffing plan.
- Establish a contingency plan. (What if?)

## Step 3: Secure Funding and Co-sponsorship

- |                           |                                     |
|---------------------------|-------------------------------------|
| 1. Organizational funds   | 4. Ticket sales                     |
| 2. Co-sponsorship         | 5. Segregated fees                  |
| 3. Fundraising activities | 6. Donations/corporate sponsorships |

## Step 4: Adjust Event Production Plan

- Adjust plans & budget and make sure you have enough funds to pay for the event.

## Step 5: Spending Your Money

- Segregated Fees/UWM Account.
- Outside Bank Account.
- Always keep receipts.
- Use the resources offered by the SOAR Office to simplify your spending.

## Step 6: Work/Implement

- Schedule regular event production meetings.
- Finalize contract arrangements on performer price, travel and any special requirements.
- Arrange for setup, technical requirements, and catering details.

## Step 7: Produce the Event

- Arrive early to check the set-up, greet the performer, and do last minute preparations.
- Watch it happen and have fun; note what worked well and what did not.

## Step 8: Evaluation & Follow-up

- Did the event meet the expectations set in the original proposal?
- Send thank-you cards, pay remaining bills, and organize the paper work from the event.

## TYPICAL TIME LINE

*\*SEE PROGRAMMING HANDBOOK FOR COMPLETE INFORMATION\**

### **Two to Three Months Prior To The Event:**

1. Check availability of desired space and equipment.
2. Establish budget and arrange the funding for the event.
3. Review and develop an understanding of the ticket policy and any other relevant policies, regulations or laws.
4. Establish a publicity plan.
5. Negotiate with performer for date, time, place and compensation (do not make any promises at this point).
6. Contact the Student Activities Office for procedures in contracting performer(s).

### **Eight Weeks Prior to Event:**

1. Arrange for advance ticket sales (if any).
2. Begin implementing the publicity plan.
3. Order promotional and other printed material that will be needed.

### **Six Weeks Prior to Event:**

1. Revise budget as actual costs become known.
2. Send any promotional mailings for event.

### **Four Weeks Prior to Event:**

1. Review and change publicity plan as needed.
2. Revise budget as actual costs become known.
3. Confirm room and equipment needs of performer with Reservations & Event Planning.
4. Confirm (by phone and letter) performer's travel plans and setup needs.
5. Check to insure that all University paperwork is being processed (room setup, equipment rentals, performer compensations, etc.).
6. Send out press releases and public service announcements (if they are part of the publicity plan).

### **Two Weeks Prior to Event:**

1. Check advance ticket sales (if any).
2. Confirm that the publicity plan is on time and within budget.
3. Implement any last minute publicity that may be needed.
4. "Walk through" the event and double check that everything has been arranged and requested.
5. Confirm staffing needs.

### **Week of the Event:**

1. Publicity plan completed.
2. Budget revision completed.
3. Last minute publicity completed.
4. Final arrangements and double checks on all aspects of the event completed.
5. Make arrangements to meet the performer upon arrival.

### **Day of the Event:**

1. Check all arrangements early. If a change is needed you will need time to make or request the change.
2. Be available for the unexpected.
3. Meet and greet the performer upon arrival.

### **Follow Up - Within One Week After Event:**

1. Thank you letters to all involved groups and individuals.
2. Clip and save any press coverage.
3. Make final actual budget and pay all remaining bills.
4. Write an evaluation of the event outlining your process, recommendations for the future and final budget.

*Modified from "Steps required for a successful college concert" from Krogen and Fritz, A Guide: Successful College Concert Production.*