

# PLANNING CONSIDERATIONS FOR RSO EVENTS

Before you start planning your event, you'll need to lay the ground work. Whether your organization has done the event every year for the past ten years or you're trying something completely new, below are some considerations for your event planning team:

**Creating events that support the mission of your organization is key. Consider the following:**

1. What is the mission of our organization? How do our events align with our mission?
2. What are the needs of our organization and how can an event help meet those needs?
3. What are the needs of the campus community and how can our event help meet those needs?
4. What do we want participants to learn or experience at our event?
5. Are there opportunities for collaboration with another organization? Are there organizations or departments that have similar missions or functions to ours?

**Once you have explored how events support your mission and the campus community, you can address the purpose of your event:**

1. What's the purpose of the event?
2. To raise money for your organization or a non-profit?
3. To increase the visibility of your organization on campus?
4. To provide a social or experiential opportunity students?
5. To celebrate a holiday, milestone, or historic event?

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Now that you've addressed the purpose of your event, its time to consider the logistics:

1. What activities and elements support the purpose of the event and the mission of our organization?
2. Live music? Speaker or lecturer? Sports activity? Food? Novelty act?
3. Who will take the lead in coordinating the event?
4. Who will be the point people?
  - a. E board? PR Team? A committee?
5. What time and day of the week are ideal for our event?
  - a. Look at the university calendar and work to pick a few tentative dates.
6. Who is most likely to attend our event? Who is your target audience?
7. How many people do we expect to attend our event?
8. Considering attendance estimates: What locations would be ideal for our event?
  - a. Try to select 2-3 different options to remain flexible.
9. What would be the ideal start and end time of our event?