Event Planning & Advertising

Student Org Workshop #2
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Beginning the Planning Process

Questions to Consider

- What is the purpose of your event?
- What type of activities will you be doing?
  - Brainstorm! Art workshops, panel discussions, cooking nights, reading discussions, etc.! All of these are great ways to engage with your groups!
- Who is the event intended for?
- Will it be accessible?
- How will you make your event inclusive?
- When will it take place?*
- What will you need for the event?
- What support will you need from Student Engagement? Let us know ahead of time!

*It is important to begin planning your event ahead of time to avoid last minute stress
More Questions to consider

- How large is your event?
  - There’s a difference between having a closed event, an open campus event, and a community-wide event!
    - Closed Event: Closed members of the club
    - Open Campus Event: Any member of the campus can join
    - Community Event: Event is open to people outside of the college

- Where do you want this event to take place?
  - If you’re event is smaller, there are so many options on both academic and residential sides! For large events, you’ll want to consider Smith Hall, the Chapel, or Council Chambers.

- Are you going off-campus?
  - If you’re going off-campus, what’s your mode of transportation? You may have to fill out a [gas-mileage reimbursement form](#) if you’re using personal vehicles. If your event is an L&C-sponsored event, you need to to get certified by the college to drive.
Types of Events

- Movie Night
- Travel
- Fundraiser
- Fun Event (Both small and large-scale)
- Inviting a Speaker
- Collaborative Event
Logistics

Inviting a Speaker/Performer

Reach out to the speaker to determine availability, then come to us to assist you with the rest of the process. In order to pay the speaker/guest, they must fill out a W9 or W8BEN.

Reserving a Space on Campus

Fill out the Event Planning Intake Form OR email us!

AV Needs

Need sound at your event? You can request audio equipment through Conferences & Events.

Food

You can request catering through the Event Planning Intake Form OR Reserve the P-Card with us to order food ahead of time.
# Paperwork

<table>
<thead>
<tr>
<th>Form</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expense Reimbursement/Check Request</td>
<td>Use this to get reimbursed for an expense that you paid for OR to request a physical check for an independent contractor or outside organization. If you are paying an outside contractor or organization, an itemized invoice is required.</td>
</tr>
<tr>
<td>Travel Request &amp; Itinerary Form</td>
<td>Fill out this form AT LEAST 3 weeks in advance to request travel for your org. This process takes a while and sometimes it cannot be rushed.</td>
</tr>
<tr>
<td>Liability Waiver Form</td>
<td>Fill this out if you are traveling. It acknowledges the risks associated with travel and releases liability from Lewis &amp; Clark.</td>
</tr>
<tr>
<td>Purchase Card Request Form</td>
<td>Use this to request a time to use the p-card to make a purchase for your club and avoid the reimbursement process.</td>
</tr>
<tr>
<td>W-9 or W-8BEN</td>
<td>This is required to pay any guest speakers or performers who present at an event your club plans.</td>
</tr>
<tr>
<td>Performance Agreement</td>
<td>This must be completed by any guest you are inviting to campus. This form must be submitted AND approved by our office in order to begin advertising your event.</td>
</tr>
</tbody>
</table>

All of these forms can be found on our website!
Paying for the Event

01 Your Club Budget
Can your organization cover the entire event budget?

02 Other Clubs
Would other clubs be interested in collaborating with this event?

03 CAB or ASB
Campus Activities Board or ASB might be interested in collaborating with you.

04 Offices or Departments
Don’t be afraid to reach out to offices or departments on campus!
How to Advertise

POSTERS

● You can print out posters using your student organization budget through the Student Resource Lab in the library.
  ○ Posters in Templeton must be approved by the Student Engagement Office before they can be posted.

SOCIAL MEDIA

● Create Social Media posts through Canva.
  ○ You can direct message other clubs on campus to post about your event.
● If other clubs or departments, make sure to tag other Instagram accounts from campus!
After the Event

1. **Clean Up**
   If you’re using a space, leaving it how you found it.

2. **Ask: What went well?**
   Debrief with your co-leaders and reflect on the event. You could even send out a survey to participants afterwards!

3. **Post Pictures**
   Post pictures of your events to your social media!
BRAINSTORM AN EVENT

Pumpkin carving event for Halloween
- What steps should we take to make this happen?!
BRAINSTORM AN EVENT

Pumpkin carving event for Halloween

- **Planning event timeline** → what is it going to look like? How many people are we hosting? How many pumpkins will we need? → research & communicate to have a rough estimate of budget
- **Community outreach** → does your org want to collaborate with other organizations?
- Fill out the [Event Planning Intake Form](#) or email [events@lclark.edu](mailto:events@lclark.edu) to reserve an event venue
- **Schedule an appointment** with Student Engagement to make necessary purchases
- **Advertise!** Make a poster for the event and post it to Instagram. Ask other student org profiles to boost your post :)
- **Assign tasks to org members.** Set up for your event and invite people to join
- **After the event** → make sure to clean up! Leave everything the way you found it! Ask attendees what they would like to see next!
THANKS!

Questions?
studentengagement@lclark.edu

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik