EVENT PLANNING 101
Guidelines and Checklist
for Student Organizations

Begin with an Idea
☐ What types of event do you want to sponsor?
☐ What do you want to accomplish? (Education? Entertainment? Social?)
☐ Who’s your audience?
☐ What can you reasonably handle?
☐ What will be happening at the event? Do the activities comply with University policies?

Start the Planning
☐ Date and location availability
  ☐ Check the Canes Connect Event Calendar: https://canesconnect.gsw.edu/events
  ☐ Request your venue via Office of Reservations: SSC 3416, Phone: 229.931.2368 or Email: reserve@gsw.edu; wait for the confirmation.
  ☐ Be aware of requested deadlines! Campus Life should have a two week notice (at minimum) before an event takes place.

Develop a Budget
☐ How much will your event cost? Have you considered everything? Food? Clean-up?
☐ Make a list of all your expenses
☐ Request appropriate funding well in advance of your event
☐ Submit appropriate paperwork

Schedule Needed Resources
☐ Evaluate your needs
☐ Will you need sound support? Special set-up? Catering? Security? Lodging?
☐ Make appropriate requests and reservations (see support resources included in this document)

Divide and Conquer
☐ Make sure you’ve delegated responsibility to various members of your organization
☐ Meet as necessary to follow-up with assigned tasks
☐ Consult with your advisor or the Student Affairs Office to be sure you’ve covered all of your bases

Publicize, Publicize, Publicize!
☐ Be sure to post your event on Canes Connect (This is mandatory, 2 weeks in advance)
☐ Other Social Media? You might also contact University Relations at 229.931.2037
☐ Create flyers, posters, table tents, brochures? How will they be distributed? Who will handle?
☐ Get creative! If people don’t know about your event, they won’t come.

Mission Accomplished! Now what?
☐ Follow through on all tasks and responsibilities.
☐ Enjoy yourself!
☐ Don’t forget to clean up, take down/remove publicity, and be sure all your resources are returned, bills paid, etc.
NECESSITIES TO CONSIDER:

Contracts
- Students MAY NOT, under any circumstances, sign a contract
  - Contact Students Affairs for authorized to sign contracts and negotiate pricing
  - You may contact an artist to discuss availability and pricing, but you may not enter into an agreement.

Payment
- Be sure you've received approval for the funding
  - If there's a contract, ensure you have the appropriate information (SS #, payment information, W-9 forms)
  - Fill out and submit the appropriate paperwork (check request) in a timely manner

Food Service, Catering, and Waivers
- GSW is under contract with Aramark for food service and catering needs. They offer variety of catering with information accessible online at https://gswcatering.catertrax.com or by phone at 229.924.2732.
  - Minimum of 72 hours for requests (guests of less than 100), 7 days (for guests of over 100).
  - For all events in which homemade food, baked goods, etc. are given away or sold, clearly label foods that have common allergens.

Films
- In order to show a film (regardless of whether or not you're charging admission or limiting the audience) you MUST obtain the rights to the film. Costs could = $150-550.
  - NOTE: Just because you’re showing it on a College campus, it is not considered “educational”

IMPORTANT RESOURCES AND CONTACT INFORMATION:
- Student Affairs Office: 229.928.1387
- Josh Curtin, Director of Campus Life: 229-931-2377 or Email: josh.curtin@gsw.edu
- Canes Connect Event Calendar: https://canesconnect.gsw.edu/events
- Office of Reservations: SSC 3416, Phone: 229.931.2368 or Email: reserve@gsw.edu
- Support Resources:
  - Technical, Audio/Visual: Email questions/needs to techsupp@gsw.edu
  - Special set-up (tables, chairs, podium): Contact Angie Christmas at 229.931.2708 or Email: angie.christmas@gsw.edu.
  - Catering: Aramark (Food Services & Catering): 229.924.2732
  - Security: Contact Campus Safety at 229.931.2245
  - Lodging – These hotels have GSW accounts and provide direct billing:
    - Best Western Plus Windsor Hotel 229.924.1555
    - Quality Inn 229.924.4431

Resources and Important Information for Student Organizations may be found at: https://gsw.edu/campus-life/resourcesinformation/studenthandbook/student-organizations-rights-responsibilities

Proper planning and marketing is essential to hosting a successful event!
It is our hope that this planner will help guide your organization in its coordination.