

PROGRAMMING GUIDE

KEYS TO A GREAT PROGRAM

- **Scheduling Rooms**

Student groups have the privilege of using any Manhattanville on-campus venue free of charge for their activities, in accordance with College policies. **To schedule a room, please utilize Ad Astra.** In order to qualify as a student organization activity, the majority of the student organization membership must be present throughout the duration of the activity and it must be registered with CSIL

- **Establishing a Budget**

How much money do you have to work with? Will revenue need to be generated? What kind of resources do you have at your disposal to raise money and/or cover costs? If you plan on charging admission, it is important to consider what this fee will cover as well as how much participants will pay.

- **Timeline**

Many program planners find it helpful to make a timeline working in reverse: start at the day of the event and fill in publicity deadlines, facility agreements, etc. This is called a backwards calendar and it can help you see if you have a realistic time frame or if you are setting yourself up to be unable to meet your obligations.

- **Contracts**

Another thing to consider is that speakers and entertainers will want you to sign a contract. Be sure to read the contract thoroughly and have your CSIL review and sign it. It is best to use the established Manhattanville Entertainment Agreement for all events. This is available on the CSIL website. ***Students should not sign contracts because then they can be held financially and legally responsible for the event.*** If you have any questions, make a notation and ask for clarification. Check with the Center for Student Involvement and Leadership staff if you have any questions or concerns about a contract.

- **Publicity**

There are many different ways to publicize an event – posters, flyers, banners, etc. Think outside of the box, basic flyers can only go so far

- **Program Details, Follow-Up and Clean-up**

Be sure to make a list of what needs to be done before, during, and after the event and who will do them. What are your equipment needs? Do you need registration tables or table clothes? Special power hook-ups for speakers, computers or telephones? Be sure to ask your guest speakers or performers what materials or equipment they need in order to provide a quality program.

- **Little Extras**

As event planners we usually get caught up in the major elements of the program; publicity, bills to be paid, room reservations, and presenter information. Adding some finishing touches to your event can turn a great event into a fantastic event. How wonderful would it be if the people who attend your event left a feeling excited and looking forward to your next program? The little things count

- Have someone greet participants when they come through the door.
- Print out nametags if the event involves people meeting and interacting for the first time.
- Provide event volunteers with the location of the closest phone to call Campus Safety in case of emergency.
- Purchase an item from the Manhattanville College Bookstore as a gift for your guest performer(s) or speaker(s).
- Provide the audience with programs or event schedules.
- If handouts are to be used, make sure there are enough for everyone.
- Choose someone who enjoys public speaking to read a prepared announcement to introduce the program.
- Evaluate the program, and make suggestions for improvements next time.
- If appropriate, write thank you notes or find a way to show your appreciation for helpers.
- Create a folder/binder to pass on to the person who will work with the program in the future.
- Have party favor for more special events.

EVENT PLANNING CHECKLIST AND TIMELINE

It is important to stay organized when planning an event or program. There are usually many details to remember and tasks to complete. Use the checklist below to make your planning even more extraordinary.

Title of the Event:

Brief Description of the Event:

Date of the Event:

Time of the Event:

Reserved Location (Rain location if outdoors?):

Contact Person with Email and Phone Number:

1. Brainstorm and Choose an Event Idea

With a committee or by yourself, brainstorm a list of ideas you would like to provide to the campus community. Remember that there are no bad or outrageous ideas when brainstorming. Review your brainstorm list and discuss the feasibility of each idea. Then choose the program you want to work on as a committee or organization.

2. Develop Program Goals

Who is your target audience?

What are the Goals of the Program?

A.

B.

C.

4 Weeks out

- **Submit event proposal**
- **Design and submit flyer**
 - o All publicity should be designed to include necessary information relevant to the event. Interesting forms of publicity are good ways to attract people to your event. The Center for Student Involvement and Leadership has a wide assortment of supplies for your organization to use to make publicity. Remember to include all the sponsors' names (CSIL, etc.), event contact, and the Manhattanville logo on the publicity.
- **Submit budget request**
 - o Establishing a budget will assist you in using student funds appropriately and will help determine if you need to seek additional funding. Use the list below to help determine all of your expenses for the event.

o <input type="checkbox"/> Artist's Fee	<input type="checkbox"/> Event Insurance	<input type="checkbox"/> Set-up
o <input type="checkbox"/> Lodging	<input type="checkbox"/> Contract/Rider	<input type="checkbox"/> Equipment Rental
o <input type="checkbox"/> Transportation	<input type="checkbox"/> Agreement	<input type="checkbox"/> Advertising
o <input type="checkbox"/> Catering	<input type="checkbox"/> Decorations	<input type="checkbox"/> Security
- **Room Request**
 - o This can be done through Ad Astra and is a step by step process

3 Weeks out

- **Submit Catering request**
 - o Food and beverages are often a nice addition to a program or event. If you would like to have any food or beverages at an event on campus, it must be obtained through Chartwells catering. No outside catering companies are allowed to service the campus without approval from Chartwells.

2 Weeks out

- **Advertise event**
- **Submit entertainment agreement**
 - o Take some time to call the performer or their agent to discuss cost, availability, needs, and other important information. Do not confirm or offer anything at this point in the planning. Remember you always need to have CSIL involved in this process because they must sign a contract for anyone who comes to campus. Students, regardless of their position, cannot sign contracts.
- **Submit guest list**
- **Submit any receipts for reimbursement (if applicable)**

Week of

- **Tie up loose ends**
 - o _ Rooms
 - o _ Volunteers
 - o _ Catering
 - o _ Security
 - o _ Technical Support
 - o _ Insurance
 - o _ Set-up
- **Advertise, advertise, advertise**

Day of

- **Arrive early to setup**
- **Decorate**
- **Enjoy**

Week after

- **Evaluate event**
 - o It is important to evaluate your program's successes and areas for improvement. Not only will this give you and your organization a time to debrief and reflect, but it is an opportunity to take notes for transitioning and the future of your student organization. If you would like a Program Evaluation form, contact the staff in the Center for Student Involvement and Leadership.