Event Planning
KIUEL VPC Retreat 2014

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Discussion time!

1. What are some events your orgs are planning on having this semester?
2. Any previous experience planning an event? Was it successful? What was good about it, and what needed some work?
Now for Some Brainstorming!

Think about what to keep in mind when hosting your specific event. Now start planning!

What are your aims?
Who do you want to come?
Where and when do you want it?
Could you consider collaborating with another organization?

Talk amongst yourselves!
Things to Think About – Review

WHO is your target audience?
• For example: specifically freshmen, your entire org, consistent members, new members, etc.
• How many people do you expect to attend?
• Cater to your audience

WHY as in what do you want your members to get out of the event?
• Would they be interested in coming?
• What do you want your members to learn/gain?
• Come up with a few objectives for your event
Things to Think About

WHEN is the best time to have the event?

- Depending on the type of event, there could be a better time during the year
- Is it a social, professional, or volunteering event?
  - For example, professional events are best done in September/October usually around the time of career week
- Consider other conflicting events that may decrease attendance
Co-sponsorship an Event with another Org

What are some advantages of collaborating with another org for an event?
General Tips

1) Start Early and plan ahead!
2) Make sure to check out which waivers you need to fill out and where to find them (more on that soon!)
3) Publicize lots!
Publicity

- Daily Trojan Ads
- Posters/flyers
- Kiosks
- Residence Halls (through Resident Advisors)
- Postcards
- Press releases to local media
- Banners
- Notify appropriate academic departments, if applicable
- Let faculty know about your programs - they are in contact with hundreds of students daily; however, do not pass out any flyers in class without prior approval from a professor
- Student Organization Listserv
  - https://mymaillists.usc.edu/sympa/lists
- Facebook messages, ads, and invites
- Transportation Kiosk
  - https://usccampusactivities.wufoo.com/forms/z7x4m1/
- University Calendar on USC homepage
- Trojan Information Center forms, available in Hazel & Stanley Hall.
- Student Events Calendar
Which Waiver?

1. Is your event off campus?

No: Consider the GENERAL LIABILITY WAIVER if your event is potentially dangerous
Yes: Fill out one STUDENT TRAVEL FORM and go to question 2

2. Are you receiving any university funding? (VFB, USG, SOS, etc.)

No: Each student needs to fill out a GENERAL LIABILITY WAIVER as well as ASSUMPTION OF RISK FORM
Yes: Go to question 3 (You count as a university sponsored event!)
Which Waiver?

3. How are you getting there?
Individual Cars/Public Transportation/Walking/Etc.:
   Each student must fill out GENERAL LIABILITY WAIVER as well as
   STUDENT SELF-TRANSPORTATION WAIVER

Bus or Group Transportation booked for this trip:
   1) Students taking bus fill out GENERAL LIABILITY WAIVER as well as
      AGREEMENT AND RELEASE
   2) Students not taking bus (but there is a bus!) fill out GENERAL LIABILITY
      WAIVER and ALTERNATIVE TRANSPORTATION WAIVER

All the Waivers:
http://viterbi.usc.edu/students/studentorgs/travel.htm
Deadlines and Submission

All waivers due to RTH 110 front desk (all together) before departure.

Must be submitted during RTH business hours (8:30-5, M-F). Plan ahead for weekend events!

By filling out the correct forms, you will get some limited liability coverage, but will still need to make good choices in order to ensure protection in terms of liability.
Events Permit (On-Campus)

For on-campus events, fill out the:

Events Permit Form

Fire Safety and Emergency Planning
To Review/Links found at: http://viterbi.usc.edu/students/studentorgs/resources.htm

- **Which Waiver?**
- **Helpful Organization Calendar**
- **Viterbi Event Planning**
- **Overall Summary**
Your event!

Now, look at what you have written down so far.

Come up with a list of tasks to complete before your event, and organize a timeline for each task.

Think about which waivers/permits you will need to fill out.

Discuss your potential event with neighbors for advice and possible collaborations!
Questions?

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