**STUDENT PROGRAM PLANNING GUIDE**

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<tr>
<th>Program Title:</th>
<th>Program Date:</th>
<th>Organization(s):</th>
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Start reviewing this form when you decide to hold an event. Student Activities staff are available to assist you in your program planning. The Student Activities Office is located in Rensselaer Student Union, Room 3702 (x6505). Events should be reviewed with a Student Activities Resource Person (SARP) at least three weeks prior to the event.

**4 or more weeks before an event…**

**BEFORE YOU BEGIN**

- Review Financial Information / Budget Available
  - What’s your program budget? (Subsidy: _________ / Expected Income: _________)
- Determine where & when you’d like to have your event
- Consider what events your event is competing against
  - Consult the Rensselaer Calendar and EMS
  - Tell your SARP about when you plan to have your event
- Who is taking primarily responsibility for the event? (point person within club)
- How many people do you anticipate attending?
- Do you have technical requirements or equipment needs (sound, lighting, staging, etc.)?
- Reserve your room by visiting rooms.union.rpi.edu
- Is there a theme for this event?
- Are there any other participating organizations?

**3 Weeks before an event…**

**CAMPUS RESOURCES**

- FINANCE: Complete necessary forms
  - Complete purchase orders
  - Copies of check requests or direct pay request
  - Vendor certification forms
- FOOD SERVICE: Assess food service needs (see FOOD)
- UPAC SOUND/LIGHTS: Sign contracts (if necessary)
- PUBLIC SAFETY
  - Required for events held after hours in locations outside the Rensselaer Student Union or for parties.
  - Must determine with SARP at least four weeks in advance.
  - Event evaluation must be registered at public safety office at least two weeks in advance
- RENSSELAER UNION VANS
  - Only students who have successfully completed Van Driver Certification are eligible to use vans
  - Van training is conducted each semester. Contact rpiunion@rpi.edu to find out about scheduled training dates.

**GUEST PERFORMERS or VENDORS**

- If you’re bringing a guest to campus, sign contract(s)
  - Only Procurement staff can sign contracts. Please see your SARP to complete this process.
- Confirm indemnification
  - Do all contractors have insurance?

**TICKETS**

- Will there be an admission charge?
- Do you need preprinted tickets or a guest list for your event?
- Who is in charge of tickets?
  - Design, printing, & distribution
- Where and when will tickets be sold?
  - Advance sales (Add advance ticket sale dates/times to the University Calendar for Morning Mail)
  - Tickets sold at the door
- Reserve cash boxes, if necessary.
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ADVERTISING & PUBLICITY
- Who will be in charge of promoting the event?
- Plan a strategy
  - Who are you trying to reach? What special efforts are you using to reach your target audience?
  - What is your timeline?
  - What channels will you use?
    - Posters, Concerto (on campus digital advertising), Institute calendar, social media (Facebook events, scheduled posts, etc.), Poly Credit advertising, direct email advertising to campus organizations, requests to have Resident Assistants share with residents, etc.
- Who’s designing/making the posters?
  - Be sure to follow the campus poster policy
- Who will hang posters? Where and when?

FOOD
- Do you have money in your budget for food?
- Who is responsible for food?
- How will you order the food?
  - America ToGo Orders must be submitted at least a day and a half prior to your event
  - Arrange catering services through Sodexo.
    - Keep in mind how much you will need
    - Sodexo phone extension: x6209
    - Visit Flavors by Sodexo Shoestring Catering Menu
  - Request Club Operating Funds (requests $60 and under)
  - Request a tax exempt form
- If you are using an outside caterer, do you have all the necessary state and country forms? (NOTE: this must be done at least two weeks in advance)
- Do you need tables, chairs, trash bins, or paper goods with your food?
- Do you need to feed your entertainers?
- Do you need charge slips? (see Finance Office)
- What will be done with leftovers?

EVENT LOGISTICS
- Who is in charge of making a schedule and assigning tasks for members during the event?
- Have last minute supplies (paper, markers and tape handy for last minute signage - no duct tape)
- Worker schedule for day of the event
  - Set up event space, move equipment and/or furniture, rearrange/clean up room.
  - Sell and collect tickets
  - Security
- Day of the event
  - Pick up check/cashbox/start-up money/moneybag
  - Make signs with admission policies and prices
  - Post security signs

PLEASE NOTE: The organization holding the event is responsible for the condition of any space utilized. Report any damages to the building supervisor or appropriate Rensselaer Union staff member. For Rensselaer Student Union spaces, check in with building supervisor for floor plans and last minute needs.

POST EVENT EVALUATION – record what went well and what went poorly to improve the event in years to come.