

Office of Student Life

Leadership Tip Series

Planning for Successful Events & Programs

One of the most challenging and rewarding tasks an organization will encounter is planning an event.

Process

Make a list.

Make a list of tasks that must be completed before the event. Include:

- ⇒ Publicity and advertising.
- ⇒ Space/facility reservations.
- ⇒ Food and security.
- ⇒ Any other details specific to your event/program.

Use a calendar & keep record.

- ⇒ Using a calendar, start with the last task before the event.
- ⇒ Record it all on the planning calendar and consider all components. If things need to be completed by a specific date, work backwards and plug them into the calendar.

Task completion.

Proceed with the next to last task and so on until you have included all tasks up to the most immediate one.

Delegate.

After all deadlines are decided upon, delegate tasks to team members.

The key to success is having a plan of action to accomplish every task required to ensure a great event. An effective method of planning an event is to start from the day of the event and work backwards to the present day. By creating an agenda of tasks and projects, you are more likely to complete your tasks in a timely manner and ensure a successful event.

- ⇒ By working backwards, you run less chances of running out of time or overlooking an important component of the event.
- ⇒ This process of careful pre-planning gives your organization a better chance for allowing time to complete the tasks efficiently and effectively.

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