

UWM Student Involvement Presents

Event Planning

Day of Event and
Follow-Up

CONNECT ••• LEAD ••• CREATE ••• LEARN ••• EXPLORE ••• CELEBRATE



STUDENT UNION
Student Involvement



Objectives

What you will learn today:

- ⚙ How to Prepare a Production Plan
- ⚙ Dealing with Emergencies
- ⚙ Follow-Up and Assessment



Have a Production Plan

A production plan is a combination of a timeline and checklist that allows you to work through the event logistics and needs. Starting 48 hours in advance of the event, this plan will list all of the things you need to complete in order for the event to go on.

The plan includes everything from creating and printing out sign-in sheets to parking details, from confirming room and equipment reservations to introductions and other emcee duties.

Here are a few examples:



Example 1

This type of production plan emphasizes the timeline feature. Each task is listed at a specific time and a list of supplies needed is at the bottom.

Our Event Production Plan

Date

Event Time

Event Location

TIME	What Tasks Need to be Completed/Event Timing
4:00 PM	Union staff will have room set
4:00 PM	Student Org Staff will have access to room
4:30 PM	<ul style="list-style-type: none">• John picks up the speaker from the airport• Signs guiding attendees to the ballroom posted• Registration table set up
5:15 PM	
6:00pm	

Supplies Needed:

- 3 Parking passes
- Reserved signs for VIPs
- Signs for check in table
- Clear 8 1/2 x11 stands for each table
- Sign-up sheet for more information on our org –
- Packets of handouts
- Markers, Tape, Extra Paper

Example 2

This one is more task oriented. The emphasis here is on details: what, who, where, and when. There is also a column included for taking notes and keeping track of such things as attendance and volunteers.

Day of Event Details Form

Complete AT LEAST 2 weeks prior to event in preparation for the tasks that need to be done on the day of the show.

Task to be completed	Who's doing it?	When?	Where to go?	Misc. Notes
Create sign-ups for help			Meeting	Publicity and Day of Show tasks
Confirm facility set-up			Reservations	
Confirm production needs			Productions Staff	Use "Advancing" form
Confirm hospitality/Green Room			Food service	Work with Advisor to order
Make/Print Program				Work with Advisor
Create itinerary - day of event				Work with Advisor
Check on towels for artist			Advisor	
Check on water for artist			Advisor	# staff needed:
Parking Details			Parking and Campus Police	
Artist pick up/meet			Arrange	Time:
Reserve vehicle for pick-up (if necessary)			Advisor	
Artist load-in			Sign-ups – Org Meeting	Time: # of volunteers:
Sound Check				Time:
Food # for Performer Meals			Advisor	# people attending:
Ticket Takers				
Head count person (non-ticketed events)				
Introductions/MC's				
Merchandise staff				
Check pick-up/delivery			Advisor	
Load out/clean up			Venue	# staff needed:

What if...

Even with a stellar production plan things can and do go wrong. Here's a process to work through when they do:





When Things Don't Go According to Plan

Step 1

Stay Calm

Start by taking a moment to process things. Remember that you have built a capable team for this event and together you can overcome obstacles.

Step 2

Evaluate and Assess

Take a step back and look at the whole picture. Determine what gaps might exist and how you can fill them.

Step 3

Stick to Your Goals

Don't give up on why you are holding the event just to move forward. Realign your new plan to match your goals.

Step 4

Take Action

Delegate tasks and get your team into motion. Once momentum is restored, the event can get back on track.



Once your event is complete and
you've cleaned up, you're done...right?



Post-Event

Get
Feedback



Assess the
Event



Follow-Up



Get Feedback

Depending on the event, you may have the opportunity to ask for feedback from attendees. Workshops, speaking engagements, and informational events all offer such opportunities. Here are some tips on getting feedback:

- * Keep it short and easy to answer. 3-5 questions should give you some great feedback.
- * Mix up the type of questions. Have some that are on a scale (1 - I did not enjoy it to 5 - This event was excellent) and some that are open ended ("What was one important thing you learned today?").
- * Be sure to have pens/pencils on hand in case attendees do not have their own.

You can also use Google Quiz or Survey Monkey to create an opportunity for people to offer feedback online after the event.

Assess the Event

Have your event team and organization members evaluate the event. You can use the assessment to determine the good and the bad and be able to make any adjustments for the next event.

The example on the right is just one good way to assess the event. It allows people to express their view on different levels.

Program Evaluation					
Title of Program: _____					
Description of Program:					
Attendance: _____					
Description of Audience Members/Participants and Reaction:					
Assessment:	Excellent	Very Good	Good	Fair	Poor
Quality of Presentation:	5	4	3	2	1
Cooperation of Performer:	5	4	3	2	1
Publicity:	5	4	3	2	1
Facilities:	5	4	3	2	1
Audience Reaction:	5	4	3	2	1
Planning Process:	5	4	3	2	1
Overall Evaluation:	5	4	3	2	1
Extraneous Factors Affecting Program (weather, other events on campus)					
List Successes/Positive Feedback:					
Specific Problems, Frustrations, Concerns:					
Should this program be repeated: (explain)					
Recommendations/Additional Comments:					
Evaluation Completed by: _____ Date: _____					

Best tip ever

Save feedback, evaluations, and assessment of each event. Use the 'Files' feature of PantherSync to ensure that your records are stored safely. They will be invaluable to organization members for future event planning.



Follow-Up

Always follow-up with those who helped to make the event a success, including: your event team, presenters/performers, attendees, Union staff, and other partners or collaborators.

- * Write and send Thank-You notes or cards to the VIPs of the event, such as performers and funding contributors.
- * Let attendees know you were happy to have them through email lists or social media posts.
- * Finally, thank the membership of the organization for their support and hard work. Take the time to celebrate your success!

Visit the Student Involvement website for more event planning tools: uwm.edu/studentinvolvement



Student Involvement Resources

For more tools and resources on a wide variety of topics
visit the Student Involvement Website:
uwm.edu/studentinvolvement

OR

Visit PantherSync and check out the resources in the
'Files' section under 'All Student Organization Resources'

