# *Leadersources*

Baker University
Office of Student Life

# *Program Planning*

The five E's of programming –

1. Event type
   - What type of event will you host?
   - Size of the venue
   - Cost
   - Throughout the year think about different audiences, different events, and introduce a balance of diverse programs

2. Engage Your Audience
   - Think about your favorite place? What comes to mind?
   - What things make you keep going back?
   - Engage your audience before the event (flyers, emails, Facebook, word of-mouth)
   - How do you connect with them to ensure they will come to your event?
   - How will you capture the attention of your audience?
   - Have a specific start time
   - Have a process (stay consistent in your messages, welcome people, introduce your committee)
   - Have an end point

3. Expectations
   - Set expectations at each stage of event planning—Set, Meet and even exceed the expectations of your audience
   - Create a vision
   - Provide accurate information about the event

4. Environment
   - Produce quality in your room transformation (recreate a comedy club in the coffeehouse, recreate concert hall in the university auditorium)
   - What look and feel do you want to create in the room?
   - After the thought, make it happen!!
   - Research the environment you want

5. Make the event an Experience
   - Energy is individual to each person…so have to create a lasting effect from all angles
   - Create memories for your audience

## Program Planning Checklist

Before the program…

- Formulate ideas, set goals; identify a location
- Get input from group members; appoint a committee
- Set the date and time
- Budget the cost of the program; investigate and secure funding for the event
- Plan timeline of program details
- Make arrangements for accommodating the needs of presenter(s) - food, lodging, etc.
- Make arrangements for equipment - audio-visual needs, etc.
- Plan publicity schedule
- Confirm all plans one to two weeks prior to major event; one to two days prior to smaller event

During the program…

- Arrive early, set up room, test equipment, and finalize details
- Make certain room is well lighted, well ventilated, and temperature controlled
- Greet presenter(s) and special guests
- Introduce presenter(s)
- Make participants feel welcome and comfortable

After the program…

- Verbally thank the presenter(s) and audience
- Return equipment
- Pay bills
- Remove publicity
- Evaluate the program
- Send thank you note(s) to presenter(s)
- Thank committee members verbally or with thank you note.
- Consider follow-up programs based on evaluation
- Congratulate yourself on a job well done!