



The Lifelong Leadership Program presents...

Brought to you by the SAIL Office
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Lessons in Leadership

Tips for student leaders of all levels

Event Planning

Seven Tips for Success

Cost: When planning an event, always remember to refer to your budget to see what you can and cannot afford. Start planning early so you have time to shop around and investigate prices before buying or renting anything.

Co-Sponsorship: Look to other clubs and organizations that may be interested in sponsoring an event with you. Not only will this minimize your costs, it will also bring in a greater range of people.

Scheduling: Before scheduling an event, look to see what else is going on that day. You do not want to plan an event on a day when there are already a lot of other things for people to do.

Refreshments: Think about whether you want your event to have food and beverages for guests. Although this adds a little bit extra to the cost, it will often attract people to the event.

Logistics: Do not forget to think about what time your event will run, or if there will be a time that everyone must be there by. Will you sell tickets at the door, or just before the event?

Have Copies on Hand: Be sure to have copies of any contracts, bills, receipts, etc... that have to do with your event. You may find that you need to refer to them should any issues arise.

Plan Publicity: People will not come to an event if they do not know about it. Be sure to advertise your event using different resources so as to attract a larger, more diverse group of people.

Other helpful resources:

The Complete Guide to Successful Event Planning
By Shannon Kilkenny

<http://www.providence.edu/Student+Life/Student+Activities/SAIL+Office/Successful+Event+Planning.htm>



Dos & Don'ts

DO

- Plan ahead
- Communicate clearly about what needs to be done
- Make a checklist

DON'T

- Leave things to the last minute
- Assume people know what your event is all about

For more information on leadership at PC:

Visit www.providence.edu/sail

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