



Campus Events Planning 101

The Office of Student Engagement seeks to cultivate student life on campus through supporting student groups to host various events and activities that engage students in ways that foster connection and student development. This document serves as a one-stop guide for planning a successful event. Other resources can be found at the [Campus Events and Activities page](#). For questions, contact Student Engagement at studentengagement@leeuniversity.edu.

- **Step 1:** Develop Your Event
 - **Mission:** What do you hope to accomplish through this event? How does it meet your organization's mission and goals?
 - **Location:** What type of venue or environment is needed for this event?
 - **Time:** When will your event take place?
 - **Budget:** What budgetary resources do you need for this event? Will there be food? Decorations? A/V rental? Party games? Other supplies?
 - **Co-Sponsor:** Interested in hosting the event in collaboration with another club/organization or office? Connect with them in the early stages of the planning to share the load.
- **Step 2:** Plan Your Event
 - **Plan:** Set timetables and deadlines. Generally, we recommend beginning planning at least six weeks before the event.
 - **Program:** Will your event have a flow or any kind of program or setlist? Map it out with specific times and transitions.
 - **Playlist:** Develop a playlist for your event. Playlists must be approved through Student Engagement. [Click here for pre-approved playlists](#).
 - **Delegate:** Parse out responsibilities to help your event be successful. Who will take care of décor? Who will take care of food setup? Who will coordinate event flow?
 - **Advertise:** Develop a plan to advertise your event. Post flyers, create social media buzz, spread the word through chapel slides, and more! Flyers must be approved and stamped by Student Engagement. We recommend marketing at least two weeks before the event.
- **Step 3:** Execute Your Event
 - **Do It:** You have done a great job planning. Now dive in, have fun, and make this thing happen!



There are many resources on campus to help your event be successful. Check out the list below to know where to go!

- **Funding**
 - The Campus Events Committee meets regularly to review requests for funding that serve and engage life of the broader campus. If you would like to submit a proposal for funding for your event, contact the office of Student Engagement at studentengagement@leeuniversity.edu.
- **Room Reservations**
 - To reserve a room, all campus activities must be approved by the Office of Student Engagement at least five days in advance. Requests can be submitted through the [Campus Events Form](#). Once approved, the Office of Event Planning will confirm a location.
- **Physical Resources**
 - Chairs, tables, trash receptacles, and more may be reserved through Physical Plant by filling out a [Physical Plant Request Form](#) and emailing it to pplant@leeuniversity.edu. If needed, the Physical Plant team may also provide set up of these physical resources.
- **Audio/Visual Equipment**
 - A/V equipment is available through Student Engagement at no cost. To request a rental, contact soundrental@leeuniversity.edu with your needs. Availability may be limited.
 - More advanced equipment and technical support is available for a fee through LeeU Tech Crew. For more information, email Josh York at jyork@leeuniversity.edu.
- **Advertising** There are several ways to spread the word about your event. Check out some of the ways below!
 - Flyers: All flyers must be approved by Student Engagement; once approved, Student Engagement will provide you with a comprehensive list of bulletin boards across campus.
 - LeeU Newsletter: Add your event to the *Portico Campus Announcements* section by clicking on "Manage Events" > "Add an event to the entire portal" or [click here](#). This will automatically add your announcement to the system and include it in the LeeU Newsletter.
 - Lee Update: Email leeupdate@leeuniversity.edu with a description and details of your event for a highlight on Lee Update.
 - Chapel Slides and Videos: You may submit chapel slides and videos to display before chapel to campusministries@leeuniversity.edu.

