

Programming Basics

Essential Elements of a Quality Program

- The program is publicized prior to the program date.
- The speaker/presenter is enthusiastic about the subject matter.
- The presentation emphasizes involvement rather than passive attendance.
- Students learn about a pertinent topic, each other, or themselves.
- The program is well-organized, planned, and followed-through appropriately.

Publicity

The following checklist can assist you and your committee in coordinating all elements of the publicity program:

- Appeal: Who is the program and publicity directed toward? The entire university community? Just students? Just faculty and staff?
- Timing: One recommended timeline involves three waves of publicity: 1) one week before the event, 2) two to three days before the event, and 3) the day of the event.
- Location: What are the traffic patterns? Are areas left uncovered?
- Type: Will flyers work alone? Ads? Table Tents? Banners? T-shirts? Be creative!
- Information: How much information should appear on the printed materials? Is the information clear? Don't forget the vital statistics—name of event, date, time, location, and sponsoring organization.
- Personnel consideration: Who will be responsible for doing what?
- Budget: Will the projected response be worth the amount of money spent? Is enough money being spent? Is the total publicity budget a realistic one?

Ten rules for printed publicity

1. Make your title seven words or less.
2. Make your headline memorable.
3. Choose easy to read words.
4. Know your audience.
5. Use upper and lower case lettering.
6. Use lettering that is readable.
7. Color is a valuable tool.
8. Be creative with shapes.
9. Location is vitally important.
10. Evaluate your successfulness in attracting attention.

Publicity Tricks and Ideas

- Logos-trademark that is easily recognizable and consistent with the group
- Teasers-forms of promo that begin the advertisements
- T-shirts-buy old t-shirts from a thrift shop and paint them with the ads

- Table tents-for the tables in the UC
- Campus Newspaper
- Banners/Posters-in the UC
- Vendor Tickets-hand out free tickets with bits of info on each print

Set Up Reminders

- 1) The person in charge of the program should arrive early enough to make sure all last minute details are handled.
- 2) Make sure to meet presenters and special guests at a predetermined location to make them feel comfortable and avoid confusion.
- 3) Have someone introduce all the presenters and special guests at the beginning of the program.
- 4) ENJOY YOURSELF!
- 5) After the program, make sure the clean up is completed. Don't put it off until another time.

Evaluations

1. Don't judge success by attendance alone.
2. What was the level of involvement between the audience and the presenter?
3. Was the effort put into planning worth the results achieved?
4. Did the students feel it was worth their time?
5. A good sign is when the presenter or speaker says to you, "Let's do that again sometime soon."
6. Since the program was hopefully started to meet some need that the students had, ask yourself and them if that need was satisfied.

Programming Myths

1. Size Matters: The number of people at your program doesn't determine how successful your program was. As long as everyone had a good time and the goals of the program were met with those present, you did well.
2. Free food is the only way to go. If you build a strong program, people will come to it even if you do not serve food.
3. Programming is easy. **WRONG.** Programming takes time and effort. Be prepared to give a lot if you want to host a successful program.
4. Doing everything yourself will ensure a successful program. You're just asking for burnout if you try to do everything on your own. Don't be afraid to ask for help.
5. Big budgets produce great programs. Smart planning and creative utilization of resources is much better than a big budget.

Programming Worksheet

Name of Program: _____ Date of Program: _____

Time: _____ Location: _____ Rain Location: _____

Target audience: _____

Expected attendance: _____

Speaker/Special Guest info:

Name	Phone	Email

Advertising Plan

Type of advertisement	Person responsible	Date it will be out	Location

Equipment/Supplies

What it is	Where you're getting it	Cost	Person responsible

Food

What it is	Where you're getting it	Cost	Person responsible

Risk Management

Risk	What are you doing to minimize the risk?

Program Checklist

Planning

- Does the program/event meet some need?
- Has the goal of the program been defined?
- Is there sufficient time to plan the function to insure its success?
- Does the planned date conflict with any other campus or residence hall programs?
- Is the desired location available on the planned date?
- Have funds been allocated for the event?
- Have committee work assignments (if applicable) been made?
- Have you identified all the risks and ways to decrease them?

Special Arrangements

- Have the necessary forms been submitted and approved to reserve the facility?
- Have your participants completed a waiver (if applicable)?
- Have arrangements for campus security been made (if applicable)?
- Is the facility accessible to community members with disabilities?
- Have arrangements been made for food and beverages?
- Have required security deposits been paid?
- Has the entertainer been selected?
- Has the entertainer contract been secured?
- Have arrangements been made for any special equipment needs (i.e. stage risers, lighting, dressing room, tickets, cash box, etc)?
- Do your volunteers know where they should be? Do they know what they need to do?
- Who is going to introduce the speaker (if you have one)? Does he/she have the information he/she needs to do so?
- Have all parties been informed about when to meet and where?
- Does your speaker/special guest know how to get to campus and where to park?
- Did you give your speaker a time limit?

Publicity and Promotion

- Have you checked on decoration/posting restrictions?
- Is the publicity inclusive (free of stereotypical depictions)?
- Did you get someone to proofread your advertisements for errors and clarity?
- Did you get all your advertisements approved with the appropriate office?
- Have you planned decorations to complement the program?
- Are committee members assigned to put up and take down decorations?

Refreshments

- Have you checked the catering guidelines?
- Are you offering options for those with special dietary needs?
- What if you have more people than planned?
- If preparing food, are you following proper food handling guidelines?
- Have all arrangements been made for the refreshments?
- Have all serving arrangements been made (set-up, plates, cups, etc.)?

Set-up

- Have you determined what the traffic pattern will be?
- Have you determined which direction the speaker will face?
- Do you have appropriate lighting? Do you know how to change it?
- Is the equipment working properly? Do you know who to call if it is not?

During the Event

- Are you prepared to facilitate discussion if the group is not participating?
- Are you prepared to confront insensitive comments or behavior of participants?

Clean-Up

- Have individuals been assigned to a clean-up committee?
- Is cleaning equipment available (if needed)?
- Have you checked with the facility manager to learn what your cleaning responsibilities are?

After the event

- Have all bills been paid? Receipts submitted?
- Has borrowed equipment been returned?
- Has the facilities manager been contacted for follow-up comments regarding event and clean-up?
- Have all promotional materials been removed?
- Have "thank you" notes been sent?
- Have you completed an evaluation for this event?