Princeton University Student Organization General Event Check List

1) Event Concept

☐ What do you hope to accomplish with your event? Recruit new members, promote awareness about a topic, inspire discussion or action?
☐ How many people do you hope to attract? Who is your intended audience?
☐ How does the nature of your event fit with the goals of your organization?
☐ How can I best utilize University resources (the Projects Board, my Residential College Administrator or Director of Student Life, the ODUS staff) to help refine my ideas, identify challenges and find opportunities?

2) Basic Event Logistics

☐ Location: When deciding on a location first check the availability of the space and make a tentative reservation as you secure other details of your event. A complete listing of event location contacts can be found on the ODUS website. Each venue contact will help you determine the suitability of your event for the proposed space. Please note that in order to confirm your reservation, many of these locations will require you to submit an confirmed event registration email from ODUS.

☐ Date/Time: Finding the right date and time for an event can be tricky given the high volume of events on campus. Consult University calendars to look for conflicts in the Academic Calendar or important University functions. Please keep in mind that academic obligations come first, and events during midterms, reading period or exams are strongly discouraged. Consider the impact of religious holidays or other student organization events, and check Point for other potential conflicts. Please note that no events with amplified sound can be held before 4:30pm.

☐ Security: Check the ODUS regulations regarding event security to see if you will need to hire Safeguards or Public Safety for your event. Not complying with these regulations is the most common way to have your event cancelled.

3) Event Registration

☐ Register on OSERF. All student organization events other than regularly-scheduled meetings and rehearsals must be registered with ODUS. This can be done online at http://studentevents.princeton.edu (the Online Student Events Registration Form, or OSERF). Events must be approved by all involved services and ODUS before funds can be committed to the event. Simple events may take 24 hours to be approved, while complex events can take five days or longer, so please plan your registration accordingly.

☐ Additional forms. During the approval process you may need to fill out other department specific forms. While the event registration process has been streamlined significantly by OSERF, the online form is still not “one stop shopping” because of the various other computer systems and forms required by different University departments.
Examples of other forms are the Public Safety Lock/Unlock form, the Facilities Work Order Form and the Building Services Equipment Rental form.

4) **Budget and Funding**

□ **Budget:** Before you can even begin to apply for funding, you must figure out how much your event will actually cost. Call vendors for estimates on all of the different components of your event in order to put together a good budget to use when applying for funding.

□ **Funding:** The primary funding sources are the USG Projects Board, the Alcohol Initiative, and Departmental Funds. Keep in mind that there are hundreds of student organizations competing for the same funds, so it important to make a strong case that your event concept matches the goals of the funding board or department. Please note that no funding will be granted retroactively—be sure to plan your requests well in advance.

5) **Working with Vendors**

If your event requires any outside vendors or University Services, you must begin planning with them very early on to ensure that they will be able to provide what you need.

□ **University Departments:** University Departments can cover most services you will need and it’s generally easier and faster to work with these internal services. Some services (such as Public Safety event security and the University electricians) must be supplied by the University and not outside vendors. University Departments are paid internally with your group’s account through Princeton’s Prime system.

□ **Outside Vendors:** Keep in mind that some outside vendors will need to be reviewed by the Office of Risk Management and the Office of Environmental Health and Safety, especially food vendors. Outside vendors will usually issue an invoice or contract for payment. No students may sign contracts; Dean Dunne will need to review and sign contracts on your behalf. Processing payment for outside vendors will take longer because of the New South paperwork, and a W-9 is required if an individual is being paid for services.

6) **Advertising**

In order to have a successful event, it must be advertised well, especially because of the ever increasing competition of events of campus.

□ Think about the concept of your event and how it relates to you advertising campaign.

□ Don’t start too late! Consider a multi-prong approach with waves of different kinds of advertising.

□ Word of mouth can be the best form of advertising. Make sure your group members feel ownership over the event and will recruit friends and colleagues to attend.

□ Make sure to proof everything carefully before it goes out. Always include the date, time and location, as well as the event description and a contact email address for questions.
7) **Two Weeks Out**
   - Confirm vendors.
   - Confirm date, time and location.
   - Start advertising.
   - Confirm event volunteers.
   - Process financial paperwork if speaker/vendor needs to be paid the day of.

8) **Day-of**
   - Have to-do list, day-of schedule and contact list on hand.
   - Arrive early to make sure everything is set (be sure to test any A/V equipment, especially).
   - Welcome guests and keep a head count.
   - Clean up venue after event has been completed.

9) **Post-Event Responsibilities**
   - Write thank you notes to all sponsors and volunteers.
   - Process financial paperwork (this must be completed within two weeks of your event).
   - Complete event evaluation for funding sources.