Your Guide to Planning the Program of the Year

THE NUTS & BOLTS OF PROGRAMMING

PRESENTED BY: THE OFFICE OF STUDENT INVOLVEMENT

8 Steps to Successful Programs

- Assess needs and interests
  - Requirements set forth by Res Life/HC
  - Interests/needs of the population of students
- Develop a purpose (What is your goal?)
- Initiate the program
- Implement the program
- Publicity
- Finalize plans
- Show time!
- Evaluation
Step 1: Assess Needs & Interests

- What requirements do you need to meet?
- What are the needs and interests of your audience
  - Assessments & inventories

Step 2: Develop a Purpose & Determine Your Goals

- “Student development does not just happen; it must be purposely triggered and carefully nurtured if the individual’s potential is to be fulfilled” (Blocker, 1975)
  - What do you hope to accomplish?
  - What needs/interests are you looking to satisfy?
Step 3: Initiate Your Program

- Brainstorm ideas for ways to accomplish your goals
- Consider other events happening on-campus
  - Don’t Compete!
  - Can they help you reach your goals?

Step 4: Implement Your Program

- Several phases
  - Identify dates & locations
  - Identify campus partners & resources (Early!)
  - Check for scheduling conflicts
  - Come up with a plan
    - Task lists
    - Deadlines
    - Delegate!
Step 5: Publicity

- So important….
  see Marketing slides in second half

Step 6: Finalize Plans

- Double check the first 5 steps
- Has your publicity worked?
  - Do you need a second publicity push?
Step 7: The Finished Product

- Be sure to start on time
- Relax & enjoy the program along with your audience/participants

Step 8: Evaluation

- One of the most important steps
- Feedback
  - Participants
  - Programmers
  - Presenters (if applicable)
Best Practices to Marketing an Event

Who are we trying to reach

Target Audience: the people who we want to influence, attract, recruit, entice, inform, educate, motivate or bring together using various forms of publicity and promotion.

Identify your target audience before you select a method of publicity!
What makes publicity effective?

- Keep it simple and direct
- Be enthusiastic, get attention, hold interest, arouse desire and obtain action.

Basic Principles for Effective Publicity

- **Creativity** – You can generate more enthusiasm and interest by using unique, fresh and clever methods of promotion
- **Appropriate message** - Different audiences may require different types of advertising. Do not put off potential event-goers.
- **Variety** – use many channels to promote the event. The more methods the better!
- **Quantity** – Repetition increases “memory retention” of your target audience. The more you advertise the better off you are! ***Quality and Quantity must go hand-in-hand!***
Basic Principles for Effective Publicity

- **Understandability** – Make sure the message is clear.
  1) Be concise and clear.
  2) Avoid excessive verbiage.
  3) Avoid ambiguity.
  4) Use target audience language.

- **Visibility** – Post materials in high traffic areas! Make sure everyone can see it!

- **Advanced Notice** – Tell people with plenty of time in advance. Make a marketing timeline. Give multiple reminders.

Goals

- To inform
- To gain interest
- To educate
- To prepare
- To enhance
How do we Publicize?

- Persuade, Promote and Sell!
- Give benefits to the people that commit early
- Create a **BUZZ** for the event! Give them something they won’t forget!

DON’T FORGET TO INCLUDE:

- Time & date of event
- Location of event
- Title of event
- Admission information – RSVP, cost, etc.
- Who or what organization is benefiting?
- Who’s sponsoring the event?
When to publicize?

Create a timeline: Develop and follow a well constructed and agreed upon (by team members and committee) timeline).

Work Cited

