

Event Planning-ASG and Club Guidelines

Office: WC 160

Phone: 503-594-3929

Email: asgprez@clackamas.edu, asgadmin@clackamas.edu and mbaker@clackamas.edu

Event planning takes time! Think through each item and carefully create your proposal on the attached form 4-6 weeks prior to your expected event date. This will give you time to develop your ideas and create a successful event.

- ❖ **ASG Members:** Email completed proposals to asgprez@clackamas.edu, asgadmin@clackamas.edu, and mbaker@clackamas.edu.
- ❖ **Clubs:** Email completed form to asgclubs@clackamas.edu and your advisor. You do not need to fill out this form for your weekly business meetings (For weekly meetings email asgclubs@clackamas.edu and mbaker@clackamas.edu to request a time, date, and location preference.)

Use the following to help you in your planning process

5-6 weeks Prior to Event

Event Pre Planning:

- What kind of event is it? (Free Speech, Club, Promotion, Fundraising, a combination?)
- What are your goals and objectives for the event?
- How will the event benefit CCC students/community?
- Will any employee's work be impacted by the event? (Consider set up, clean up, technology, equipment)
- Who is your audience? (Students, staff, general public?)
- Is the event a duplication of another event? Has it been done in the past? What were its strengths/weaknesses?
- Could the event incur liability? What are the risks involved? Is it dangerous? Do you need liability waivers?

4-5 weeks prior to event

Event Logistics

- Set a date and time for your event. Does it conflict with any other campus events? (Midterms, finals, other ASG or campus event, holiday?) If so, how will you resolve the conflict?
- Has the facility been reserved?
- Are you aware of the policies regarding use of campus facilities?
- Will the event location or timing attract or inhibit student attendance?
- What is the estimated attendance?
- Will you be selling tickets or needing event staff?
- Will you plan to serve food at the event? (Food Service is contacted)
- Will others be selling anything at your event?
- Do you need an event till?
- Will you require the services of a performer, band, speaker, DJ, dance troupe, etc.?
- What are your lighting, sound and other equipment (tables, chairs, smart podium, microphone, speakers, tv, etc.) requirements?
- What is the publicity/advertising plan?
- How many members and volunteers do you need to help set up, run the event and clean up afterward?
- What is the budget for the event?
- If something doesn't go the way you want it to, what is your back up plan? (Rainy day plan, performer cancels, or other unforeseen event?)

After Event

Evaluation

- What went well?
- What could you improve?
- Did you accomplish your goals? Why or why not?
- Would you recommend doing this event again? Why or why not?
- Leaving a detailed evaluation helps future teams/groups with planning.

Event Contact List

Department	Phone	Email
Events and Conference Services – facilities, A/V equipment, setup, location		
Jennifer Miller/Greg Castaneda	503-594-3309	events@clackamas.edu
College Safety – liability, safety		
College Safety	503-594-6650	campussafety@clackamas.edu
College Relations and Marketing – photos, web, social media		
Jenelle Vader	503-594-6238	jenelle@clackamas.edu
Public Information – press release, staff announcements		
Lori Hall - Public Information Officer	503-594-3162	lori.hall@clackamas.edu
Student Life & Leadership – campus announcements, room reservations		
Michelle Baker – Student Life & Leadership Coord.	503-594-3041	mbaker@clackamas.edu
Duplication – posters, flyers, signs		
	503-594-6788	duplications@clackamas.edu
Publications & Marketing – brand & logo approvals, design work		
Kevin Anspach - Creative Manager/Lead Designer	503-594-3455	kevin.anspach@clackamas.edu
Clackamas Print - articles		
Editor-in-Chief	503-594-6266	chiefed@clackamas.edu
ASG Moodle Portal – announcements		
	503-594-3935	asgpromo@clackamas.edu
Campus TV – PowerPoint slide ads		
Jordan Taylor – Marketing Specialist	503-594-3500	Jordan.taylor@clackamas.edu
Harmony/Wilsonville Campus – posters, events, outreach		
Sunny Olsen – Director Harmony/Wilsonville	503-594-3481	sunnyo@clackamas.edu