



SEA EVENT PLANNING WORKSHOP



**STUDENT
ENGAGEMENT
& ACTIVITIES**

DISCOVER.ENGAGE.LEAD

stonybrook.edu/studentengagement

  @SBEngaged

AGENDA

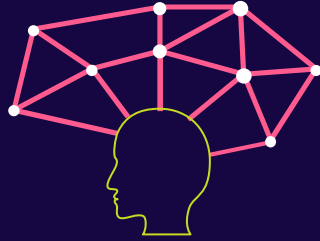
- ★ Brief overview of SEA Program Planning Process
 - Event Levels
- ★ Who, What, Where, When, Why
 - Defining Orgs Programming Purpose
- ★ Using Event Checklists
- ★ Importance of Marketing your Program
- ★ Using Assessment for Programming
- ★ Open Programing Conversation
 - What has gone well, what hasn't
- ★ Virtual Programming
 - How do we adjust?
- ★ Assessment
- ★ Q&A

Club Program Planning

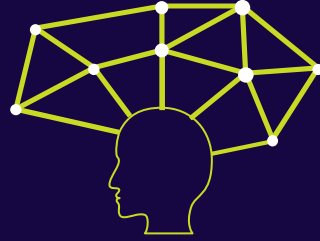
- ★ Know the proper process to plan an event on campus
 - Submit a Space Request on 25 Live/ Event Form & wait for approval
 - Submitting a space on 25 live, does **NOT** mean event approval. By submitting a 25 live request, you are requesting a space on campus for your potential event.
 - After 25live approval, **create an Event on SB Engaged within 48 hours of 25live approval.**
 - Once your Event on SBEngaged has been approved, your program advisor will reach out to your organization if further planning for the event needs to take place. In some cases, you will also be asked to meet with an additional representative from the location your event is being held in.
- ★ **Please remember, your event is not confirmed until you have a space confirmed, receive approval on SB Engaged, and meet with a Program Advisor!**
- ★ Every organization is assigned a program advisor. Whether your event is large or small, these people are here as a resource. Use them!
- ★ Summer online events- allowed, but needs to be approved through SBEngaged first
- ★ *For up to date information regarding Block Booking/ Pre-scheduling please visit our website!*

Event Levels

Level 1: High Profile	Level 2: Moderate Profile	Level 3: Moderate-Low Profile	Level 4: Low Profile	Off Campus Trip
<ul style="list-style-type: none">• Presence of University Police/Community Response team/contracted security is required• Presence of University staff is required• Redirecting traffic/road closures• Presence of non-University attendees where guest attendance for event is not an open policy• Event has the potential to interfere with the orderly conduct of University functions or activities	<ul style="list-style-type: none">• Presence of University Police/Community Response team/contracted security may be required• Presence of University staff may be required• Event with minors present• Alcohol being served• Cash exchanged and held on site (over \$500)	<ul style="list-style-type: none">• Venue capacity management is a concern• Presence of Non-University attendees where guest attendance for event is an open policy• Contracts between University Departments/Organizations and external services are needed• Events with performer(s)/speaker(s)/headliner(s) that require comped ticket lists and/or performer lists to manage access• Event requiring additional meetings to determine/review run of show, special diagram/venue setup, or logistical discussion to review staffing roles	<ul style="list-style-type: none">• No or few potential risk and logistical factors• Capacity is a concern• Presence of University staff is not necessary• Little or no resource/staffing requirements• No concern for the disruption of University functions or activities	<ul style="list-style-type: none">• Transportation• Destination• Lens Check



**What does programming
look like within your
organization?**



Purpose & Process

Who? What? When? Where? Why?



**Date/Time/
Location**



Audience



Purpose

The Process

Why/Purpose

Logistics

Execution

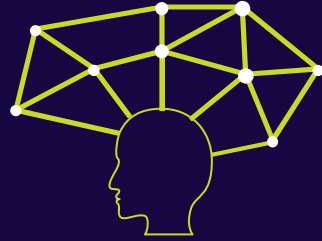
Assessment

- ★ Brainstorm ideas
- ★ How should attendees feel while attending your program?

- ★ Space/Time/Location
- ★ Back up plans
- ★ Program Logistics
- ★ Program timeline
- ★ Program "Chairs"

- ★ Take time to enjoy the hard work
- ★ Engage with attendees
- ★ Observe
- ★ Be organized

- ★ Attendance
- ★ Send follow up
- ★ Review



**How do you stay
organized?**

The Event Checklist



Helps with details and
organizing:



Day-of Tasks

Purchase
Lists

Staffing

For future
years

<https://docs.google.com/spreadsheets/d/1lCaZ79549v2qzcc2ob1LJqjOjxn8rUdmXoGt1eWabQ4/edit#gid=371162655>

Example of a Staffing Chart

	5:00 PM	6:00 PM	7:00 PM	8:00 PM	8:30 PM	9:00 PM	10:00 PM
	Casino tables arrive	Food Delivered at 6:30	Event Starts	Give out food at 7:30			Event Ends
Alexis			Line Control / Roulette	Line Control / Roulette	Line Control / Roulette	Line Control / Roulette	Clean up
Jess	Set up	Set up	Line Control / Texas HM	Line Control / Texas HM	Line Control / Texas HM	Line Control / Texas HM	Clean up
Vanessa			Line Control / Black Jack	Line Control / Black Jack	Line Control / Black Jack	Line Control / Black Jack	Clean up
Ivette	Set up	Set up	Line Control	Food	Food	Food/Clean Up	Clean up
Andrea		Set up	Check in	Food	Food	Food/Clean Up	Clean up
Rian			Check in	Food	Food	Food/Clean Up	Clean up
Greg			Round Table #1	Round Table #1	Round Table #1	Round Table #1	Clean up
Nicole	Set up	Set up	Prize Table	Announce Prizes	Announce Prizes	Announce Prizes	Clean up
Cat	Set up	Set up	Float	Float	Float	Float	Clean up
Becky	Set up	Set up	Float	Float	Float	Float	Clean up
Darius		Come @ 6:30	Photography				

Marketing Your Event


- ★ Create a simple flyer -- canva works well if you don't have Photoshop
- ★ On flyer put: Day, time, place, & some details describing what is happening
- ★ Post flyer on SBEngaged event page, Instagram, Facebook event page, etc
- ★ If your event relates to majors on campus, ask the department to send an email to all their students
- ★ You are able to print large flyers from UPS in Melville Library for a fee



Make sure all flyers are accessible & easy to read
Be sure to include contact information for accessibility needs.

Using SBENGAGED

[MANAGE EVENT](#)




Chapter

Date and Time
Tuesday, May 5 2020 at 9:00 PM EDT to
Tuesday, May 5 2020 at 9:50 PM EDT
[Add To Google Calendar](#) | [iCal/Outlook](#)

Location
Online

VS.

[MANAGE EVENT](#)



iCREATE's Coffee Hour

Date and Time
Wednesday, May 6 2020 at 11:00 AM EDT to
Wednesday, May 6 2020 at 12:00 PM EDT
[Add To Google Calendar](#) | [iCal/Outlook](#)

Location
Online

Online Location [Instructions](#)

All events for Campus Connect Listserv is pulled directly from SBengaged, so make sure you have a properly sized flyer and detailed event descriptions!

Programming Takeaways



Work Smarter- Not harder

So many events, see if your organization can co-sponsor & working with different departments



Beyond Resources

Breakdown event logistics, things to think about, circle back to the WHY.



Marketing

Think through how you will get people to the event



Track Attendance

Take attendance using SBEEngaged to assess and target your future events



Day of

Don't forget about day of logistics, have a plan to keep track of tasks!



Assessment

How are you gauging the success of this event, circle back to the WHY



**What has gone well
for your
Club/Organization
in terms of
Programming?**

What have been some struggle areas for your Club/Organization in regards to Programming?

The struggle is real





Assessing Programs & Event Attendance

Tracking Attendance at Events



Tracking Attendance Virtually



HOW TO TRACK ATTENDANCE AT EVENTS

OPTION 1: MOBILE CHECK IN

Requires: Event Check In App

- 1 Download the app:
Campus Labs Event Check In
- 2 Enter Event Access Code
from SB Engaged Event Page
* This code is only available on SBEngaged, not CORG*
- 3 Enter code & tap "Start
Session". Log in with Net ID
- 4 Tap "Start Scanning"
- 5 Tap "Check In" to confirm user.
Click "OK" to continue
scanning

If you come across an attendee without a mobile pass
Tap "No Pass" or select "Lookup" from the bottom menu

OPTION 2: SWIPE ID'S

Requires: Computer, USB Swiper &
Attendee ID Card

- 1 Go to event page in SB Engaged
& select "Manage Event"
- 2 Select "Track Attendance"
- 3 Copy Event Access Code &
click "Swipe Page URL"
- 4 Enter code & click "Submit"
- 5 Connect swiper & begin
swiping

Swipers are available to borrow from our office in SAC
218 or can be purchased for a reasonable price

EVENT ATTENDANCE

0
Invitees

0
Attended

0
Absent

0
Excused

TRACK ATTENDANCE

INVITATIONS & RSVPS

ACCESS CODE

D9AE58J

COPY

Click here to visit the Swipe URL and enter this code

NEW! ATTENDANCE URL

<https://stonybrook.campuslabs.com/engage/event/5709482/a>

COPY

Any Engage user who visits this URL within 72 hours after the event ends will be marked as
"Attended" for this event.

Post Event Feedback

Post Event Feedback

Post Event Feedback will allow attendees to anonymously rate and answer questions following an event. They will be notified with a link that expires 72 hours after the notification is sent. Event Evaluation Questions are not required and will not be sent within the notification unless they are added.

Automatically send Post Event Feedback notification after event

When turned off, users with management access to the event can still send the notification manually from the Manage Event page

Event Ratings

All event attendees can anonymously rate the event on a 5 star scale and leave an optional comment.

Event Evaluation Questions

If questions are added, all event attendees will be able to anonymously answer.

Question Instructions

Include a summary or instructions about the questions the respondent is about to answer

Add Summary

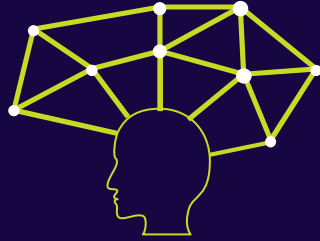
There are currently no Custom Questions
Select a Question Type and then select the Add Question button to start

Question Type

Select a question type

Text - Single Line

ADD QUESTION



Virtual Programming - How do we adjust?

Virtual Programming Ideas

Through Social Media

- ★ Instagram Live
- ★ IGTV
- ★ Facebook
- ★ Fundraiser

Social

- ★ Through Zoom
- ★ Discord
- ★ Houseparty
- ★ Scribblio

Tutorials

- ★ Sketch nights
- ★ Arts and Crafts
- ★ via Instagram Live or Zoom

Contests

- ★ Promoted through social media
- ★ Users can use a hashtag to enter the contest and tag your account in their post

Include Online Instructions on the event page on SBEEngaged

Use social media to market your event



Resources:

Event Resources:

https://www.stonybrook.edu/commcms/studentaffairs/sac/Club_Org_Resources/Engagement_Resources/index.php

Managing Clubs / Orgs Virtually:

https://www.stonybrook.edu/commcms/studentaffairs/sac/Club_Org_Resources/managing_clubs_and_orgs_virtually/index.php

The background is a dark blue gradient. In the corners, there are decorative clusters of geometric shapes: triangles, circles, and lines in various colors including yellow, light blue, cyan, and pink. Some shapes are solid, while others are dashed or dotted.

Questions?

