



Event Planning 101

USU Reservation Center
559.278.6024



3+ Months Prior to your Event

Identify your event's goals Brainstorm project ideas Choose your event date and time.

- Check Fresno State's Events Calendar
- Check OrgSync's Master Calendar
- Review your event budget
- Reach out to other Fresno State organizations to assess co-programming potential
- Reach out to potential vendors
- Delegate immediate and long-term responsibilities
- Submit space reservation request(s)
- Submit Alcohol Request (if applicable)



6-8 Weeks Prior to your Event

- Finalize budget
- Register your event on OrgSync
- Submit vendor documentation (if applicable)
- Contract (if applicable)
- Certificate of Insurance (if applicable)



3-6 Weeks Prior to your Event

- Communicate with Technical Supervisor (if applicable)
- Submit A/V Request Form to Technical Supervisor
- Submit Catering Request (if applicable)
- Submit Food Waiver Request (if applicable)
- Submit Parking Request/Notification (if applicable)



1-3 Weeks Prior to your Event

- Confirm orders with campus support services and communicate any changes
- Confirm orders with vendors and communicate any changes
- Consult the Reservation Center if you're awaiting contract approval
- Purchase decorations and/or supplies
- Get promotional materials approved from the Reservation Center
- Distribute promotional materials
- Create event on social media and send initial invites



Week of the Event

- Confirm headcount with caterer (if applicable)
- Get the word out by tabling
- Continue to advertise on social media
- Review delegated responsibilities



Day of the Event

- Arrive on time for setup
- Have a blast!
- Clean up afterwards
- Return all material to respective places



Week After the Event- Evaluation

- Reflect on event- Did it meet your expectations
- What could have been done differently
- Discuss strengths and weaknesses with organization
- Begin planning your next event!



Off Campus Events

Student organizations choosing to sponsor off campus events accept responsibility for the event. Each recognized student organization is expected to conduct their activities in accordance with relevant law, the Fresno State Student Code of Conduct, the Fresno State Student Organization Code of Conduct, CSU and Fresno State policy (which are all applicable to both on-campus and off-campus events).

Officers of the organization are responsible for informing members of the organization of the above expectations and requirements.