
UNICLUBS 10 STEPS TO RUNNING THE PERFECT CLUB EVENT

**YOUR CLUB.
YOUR EXPERIENCE.**

PULSE

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10 Steps to Running the Perfect Club Event

Each club and society event is unique, therefore the following steps are just guidelines and should be altered to reflect the event.

After the 10 steps, there are examples that will assist you with the process.

Please reach out to pulse-uniclubs@uow.edu.au if you have any questions regarding creating an event.

1. DEFINE THE PURPOSE AND OBJECTIVES

Create events that club members actually want!

- Why are you organising this event?
- What do you hope to achieve?
- Undertake pre-event market research – who is the event for?
- Identify a need or market.
- Complete on and offline research.
- Set goals.
- How do you want your event to look? Is it formal? Social? Academic?
- Will the event be online or in person event?

2. ORGANISE YOUR TEAM

Allocate responsibilities for effective planning!

- Allocate responsibilities:
 - Who will organise food?
 - Lighting?
 - Music?
 - Venue?
 - Tickets?
 - Risk assessment?
 - Photographer?
- Have weekly or fortnightly executive meetings. Catch up with what has been completed and what still needs to be completed.
- Set timelines - when should certain items be completed?
(Note: the event should be finished and submitted to UniClubs at least 4 weeks prior to the event if expecting 75 people or more at the event.)
- The whole team working together and helping each other.
- Don't forget to include meetings in the event planning timeline.

3. DETAIL

The smallest missed detail can unpin an entire event!

- Think about everything down to the smallest detail:
 - Does the projector work in the room?
 - Does the PowerPoint need to be on a USB, emailed etc.?
 - Do you need additional tables, chairs or tent?
- Include all required detail in the promotional material.
- Include something new and different at the event.
- Make the event a date that everyone can attend. Avoid November to February, students are difficult to keep engaged during these months.
- Ensure the venue is accessible:
 - Is it close to most club members?
 - Are there ramps?
 - Elevators?
- Try something new! Just because it's been done a certain way in the past, doesn't mean you can't try something new.
- If it doesn't work, try again.

4. BUDGET

Take into account unforeseeable situations!

- How is the event being funded? UniClubs funding? Sponsorship? Grant? Ticket sales? Club money?
- Look at each aspect of the event and think about the budget for it. Items often missed are lighting, venue, deposit, decorations, and printing.
- Plan B, how will you fund it if you don't make enough for the event?
- Apply for funding through the UniClubs website. For more information, please refer to the UniClubs Handbook on the [UniClubs website](#).

5. EVENT MANAGEMENT PLAN AND/OR RISK ASSESSMENT

Plan every detail to ensure nothing is missed!

- Event management plan (required with over 75 attendance) and risk assessment (required over 30 attendance or off campus) is available on the UniClubs website under [‘Resources’](#).
- Fill out all tabs in the excel in detail.
- Common risks to consider:
 - COVID-19.
 - Food poisoning.
 - Transport limitations.
 - General injuries.
 - Budget.
 - Security.
 - Intoxication.
 - Harassment.
 - Miscommunication.
 - Personal injury.
 - Venue.

6. PLAN B

Always have a plan B!

- Account for the unforeseeable:
 - Venue double booking.
 - Wet weather.
 - Bad weather.
 - Executive unable to attend.
 - Tickets not selling.
- It is easy to believe that nothing will go wrong, but it can and it is important to be prepared.

7. DATE AND VENUE

Set the date and book the venue!

- Set the date:
 - Does it work for the members?
 - Think about when exams and or holidays happen.
 - Is it a day or night event?
- Is the venue available? Will they be doing decorations? Are they providing food?
- Submit the event to UniClubs.

8. EVENT AWARENESS

Get the word out to all club members about the event!

- Once the event has been approved and published by UniClubs, share the event details on appropriate social media accounts:
 - Facebook.
 - Instagram.
 - Twitter.
 - Discord.
 - Tiktok.
- Think about who is invited to the event. All members? Perhaps consider sending it out to all members email accounts?
- Come up with a standout event name and tagline.
- Word of mouth is one of the best ways to get the word out. Do you have a smaller event to promote the larger event?
- What promotional material are you using? Posters? Videos?
- What is included on the material?
See below examples on what successful and unsuccessful posters look like. (Poster examples page 8)
- Include the UniClubs logo on all promotional material. If approved for funding, the promotional material must also include the SSAF logo.
- Further information can be found on the [UniClubs website](#).

9. FINAL CHECK

Carry out a final check 24 hours before the event to ensure the events runs smoothly!

- Go through your event management plan details to double check that everything has been completed.
- Are all other executives across what is happening on the event? Do they know their roles?
- Call the venue and triple-check everything is ready to go ahead, are the tables ready? Is the food ready?
- Iron out any last-minute issues. Are the decorations ready?
- Send out a reminder to all attendees.

10. HAVE FUN

Have fun, you did it!

- Put in 110% commitment at the event. You put all the hard work in to preparing for the event, see it run smoothly till the end.
- If an issue arises at the event, that is okay. Come up with a solution to work around it.
- Enjoy the event!
- Let UniClubs know about how successful your event was!

Poster Examples

POSTER EXAMPLE

A Good Poster Example

Good posters should be inviting, easy to read and encourage students to attend the event.

The below poster is an example of a good poster. It is easy to read, simple, concise and includes all the information you need to know. The reader shouldn't need to go to an event page or club page for more information.

Have a look at what other clubs and societies at UOW do, even reach out if you are struggling.

UOW CHOCOLATE APPRECIATION CLUB

CHOCOLATE TASTE TESTING EVENT **FREE**

TAKE A STUDY BREAK AND COME TASTE TEST CHOCOLATE FROM THE ILLAWARRA

THURSDAY 1ST JUNE (WEEK13)
UNICLUBS ROOM B11.1A
1 PM - 3 PM
FREE

UNICLUBS **SSAF**
Funded by Student Services & Amenities Fee

Clearly outline the club's name.

Clearly outlines name of the event.

Shows the cost (easily visible).

Event description is concise and to the point.

When, where, time and cost.

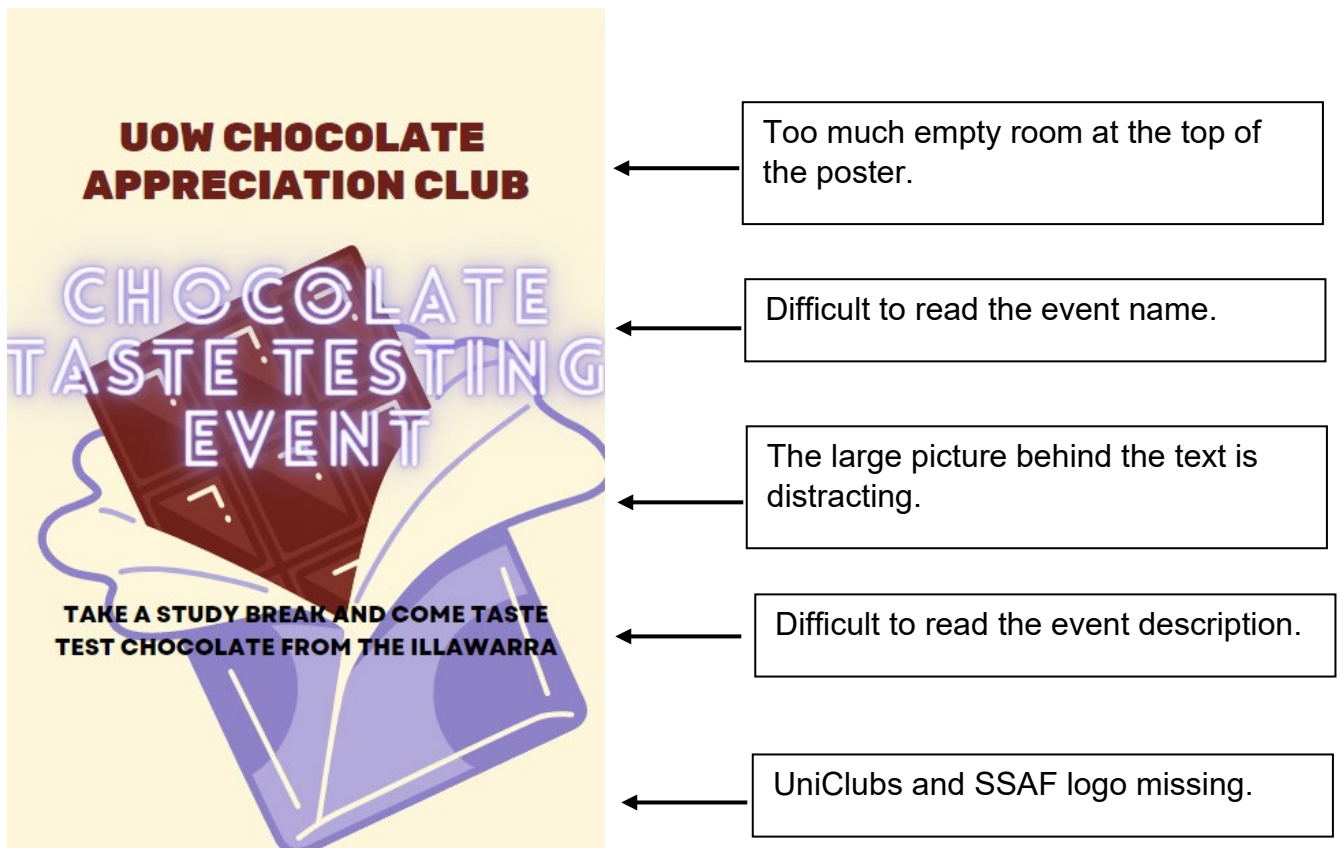
Includes UniClubs and SSAF logos. More information in the UniClubs

A Poor Poster Example

Bad posters are hard to read, not eye catching and don't include enough information to inform the reader.

The below is an example of a bad poster. It is difficult to read, not eye catching, doesn't include enough information on the event, and has no logos. The reader would be left with more questions than answers, making them uninterested in the event.

Send your design to your executive team for feedback and change as required.



Event Examples

The below example is based off the UOW Chocolate Appreciation Club, which is a club that currently does not exist.

Please reach out to pulse-uniclubs@uow.edu.au if you have any questions regarding creating an event.

1. DEFINE THE PURPOSE AND OBJECTIVES

- Exams are coming up; students are looking for a study break.
- Chocolate taste testing event always does well with students.
- Members have been requesting an in-person event.
- It will be social event with the goal of 30 students attending.

2. ORGANISE YOUR TEAM

- The Secretary will submit the event application.
- The Vice President will order food from Aspire.
- The President will organise the chocolate.
- The Treasurer will ensure the budget is adhered to.
- The team will be meeting 9 am – 10 am each Tuesday to go over how the event is tracking.

3. DETAIL

- A projector, power and a room that allows food is required. The Clubs Room is a great option.
- When people arrive, they will draw a wrist band from a bucket, this will place them in their taste testing teams.
- The team that wins, will be presented with a prize – 10 free hot chocolates.
- Bring the clubs banner, tablecloth and music.

4. BUDGET

- The club will be putting \$50 towards the event.
- The Treasurer will be applying for UniClub funding to help subsidize Aspire catering.

5. EVENT MANAGEMENT PLAN AND/OR RISK ASSESSMENT

- As this event is only expecting 30 people, an event management plan isn't required.
- As the event is under 35 people and on campus, a risk assessment isn't needed.

6. PLAN B

- If the chocolate that is ordered doesn't show up on time, the President and Treasurer will purchase chocolate from IGA.
- If the room is booked, the event will be held on the Duck Pond Lawn or in the student lounge.
- If no one attends, the event will be turned into an executive meeting to discuss club progress.
- If the food isn't ordered from Aspire in time, food will be bought from IGA.

7. DATE AND VENUE

- Confirmed the event will be in week 13.
- Thursday was decided as many students take Friday off or use the last Friday as a study day.
- Clubs Rooms is confirmed as there is power, projector, and food can be consumed in the room.
- The time of 1 pm – 3 pm has worked at previous events for the members.
- The event was submitted into UniClubs and approved.

8. EVENT AWARENESS

- Promote the event 2 weeks from the event date – too early and students will forget, too late and students won't be able to attend. Two weeks' notice is a good time frame.
- Promote with an event poster on Facebook, Instagram, and Discord.
- Print the poster off and add to the UniClubs Noticeboard in building 11.

9. FINAL CHECK

- Make sure the chocolate has been delivered and ready to go, and Aspire catering is organised.
- Send a reminder email to all members that have signed up to the event.
- Make a final social media post.
- Organise the banner, tablecloth and music for the event.

10. HAVE FUN

- Show up to the event at least 30 minutes before to set up the event.
- Enjoy the event!
- Take lots of photos!
- Post on social media how amazing the event was!