



ABC's of Programming

You are planning a lecture, 100 people are waiting at the door, and only 10 chairs are in the room. What went wrong? Programming can be tricky if you don't look at the big picture. But here are some helpful guidelines.

Program concept

Determine goals

Examples: to bring a community together, to educate, to expose individuals to different points of view, to support other programs, to provide entertainment, to provide opportunities, to socialize or to relax.

Brainstorm

Brainstorm the type of program and possible themes that will match your goals. Examples: speaker, film, dance, fund-raisers, trip, festival, athletic event, recreation, tournament, quiz bowl contests.

Decide on a program within your budget

Discuss the options within your group and make a group decision.

Program planning

Pick a date

- Consult the academic calendar.
- Find a convenient day for members.
- Check on facility availability.

Choose a location

- Project attendance.
- Determine the program needs—chairs, tables, lighting, sound, stage, open space, cooking area, ticket booths.

Decide on a time

Determine a convenient time for targeted audience. For example, commuter students are on campus during the day, so plan a time between day classes for a program. Do not plan a program when major organizations have standing meetings.

Don't forget your budget

- Project all expenses and incomes.
- Stay on budget.
- Brainstorm additional funding sources.

Consider the entertainment value

- Determine the entertainment type.
- Research local, regional and national possibilities.
- Contact and negotiate.

Food

- Determine food needs.
- Design a menu.
- Make arrangements.

Publicity

- Consider all publicity possibilities.
- Design publicity strategies for targeted audiences.
- Design your promotion to fit the style and theme of the program (i.e., educational, festive, informational).

Other

Cover all aspects of the program – additional possibilities are: travel arrangements, postage, decorations, cleanup, security and volunteers.

Program in motion

Backward planning

Develop a list of tasks that need to occur before, during, and after the event (e.g., ushers, clean-up) and determine who is responsible.

Event Planning & Registration

Go to Student Involvement for an Event Planning & Registration (EPR) consultation. This will help you to determine what you need to do to make the program happen.

The day of the program

- Come early to check on room arrangements and setup.
- Prepare a brief introduction statement. For example, "Welcome to tonight's performance sponsored by _____. If you are interested in having more events like this one, please talk to a representative of our organization."

Evaluate

Do an evaluation of the program at the next meeting.

- Determine if you have accomplished your program goals.
- Record results (positive/negative) for future planning.
- Prepare financial statement of actual expenditures.
- Send thank you notes to appropriate people.



For more information on organization and personal development skills in the S.O.U.R.C.E series, stop by or call NU Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

Revised 1/2001