

## Understanding Risk

There are several types of risk that you should consider when planning an event. Below are some types of risks to think about when planning an event:

**Physical:** Physical risks can include things such as food poisoning, injuries that may result from physical activities, injuries that may result from travel related accidents.

**Reputational:** Reputation risks are those things that may result in negative publicity for your organization, Truman, your advisor and/or the venue where you are holding the event.

**Emotional:** Emotional risks are those things that can cause a participant at your event to feel alienated or negatively impact the feelings of a member or members of the Truman community.

**Financial:** Financial risks are those things that impact the fiscal stability of your organization and/or other organizations financially supporting your event

**Facilities:** Facility risks are those things which may cause property damage, prevent your event from being held (bad weather, not enough space for the number of participants, lack of equipment or materials needed for the event).



For more information about successful risk management strategies, check out:

<http://csi.truman.edu/programming/event.asp>

You can also set up an appointment with a CSI staff member to discuss any details in person. You can do this by contacting the CSI at x4222 or visit the office on the lower level of the SUB.



### Important Resources to Know

If you need help with your event, please contact one of these campus resources for Event Planning assistance:

Center for Student Involvement  
X4222  
<http://csi.truman.edu>  
SUB 1109

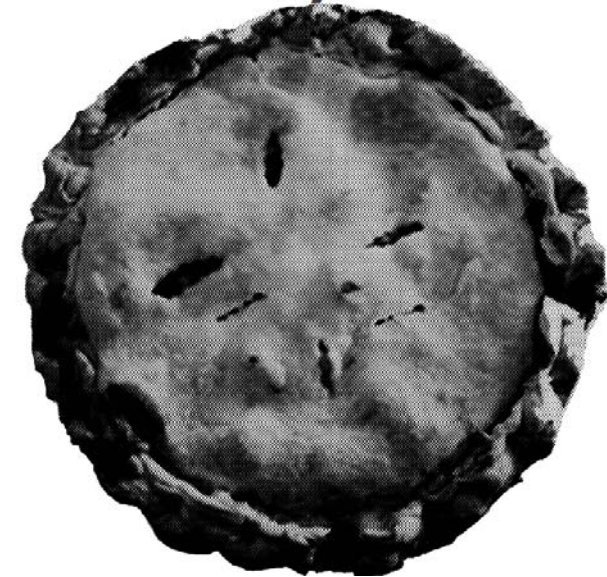
Department of Public Safety  
X4176  
<http://dps.truman.edu>  
100 E. Normal

The Office of Residence Life  
X4227  
<http://reslife.truman.edu>  
1100 MO Hall

Student Union Building  
X4186  
<http://sub.truman.edu>  
SUB Main level

## It's as easy as P.I.E.

 **Event 101**  
**Planning 101**  
It's as easy as P.I.E.



**The most critical aspect of sponsoring an event is the planning process. This brochure will help guide through the major the components of event planning.**

**Truman State University**

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## What is Event Management?

Event management is the “behind the scenes” running of an event. It is the creative, technical, and logistical elements that compose one specific event. An event programmer is the individual responsible for the event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation, and client service.

Examples of events include: meetings, incentives, conventions, exhibitions, conferences, seminars, live music, sporting events, corporate events, marketing programs, and private events.



## It's as Easy as P.I.E.—the Planning Process

When planning an event, you should always follow the 3 easy as P.I.E. steps:

**Plan**—Adequate planning is critical to event success. Be sure to collect all your facts, narrow down potential details, take note of folks that assist you, and think about your areas of risk.

**Implement** – It's time for all your hard work and planning to finally become a reality. Be sure all your supplies are where they need to be and ready to go. What's important is that you remember to have fun during your event. This is a time to celebrate all your hard work.

**Evaluate**— Part of a successful program is successfully reflecting on the whole experience. Try to find out what your audience thought of your event. What did they like? What did they dislike? Make sure you internally review the event with your organization or cosponsors. Feedback for you will help individuals responsible for similar events in the future.

## Questions to Consider

To determine the feasibility of your event, consider some of the following:

1. What is this event for? What is the goal of the event?
2. When and where will it be held, and what physical resources will be necessary?
3. How will the event benefit participants?
4. What are some potential barriers to your event?
5. What risks are associated with this event?
6. What are the costs (time, personnel, money)?
7. Is there sufficient time for planning?

The important thing to remember is the more thought you give to the PLANNING stage, the more successful and stress free your event will be. If you are working with a committee, make sure you delegate responsibilities appropriately. With you serving as the main Event Programmer, it will be your responsibility to outline the responsibilities of each member. Make sure you are very clear about tasks, deadlines, and reliance on other members for support and any interdependency of tasks.



**Additional event planning assistance can be found online at:**

**<http://csi.truman.edu/programming/event.asp>**

**Download program checklists, publicity tips, risk management help, and much more!**

## The simple steps of P.I.E.



### PLAN

- Set objectives. Make sure your dates, times, and deadlines are realistic.
- Develop budget and monitor finances. It is not worth hosting an event designed to bring in money if you're not projected to break even.
- Identify tasks and responsibilities for all event committee members.
- Prepare a checklist to note your progress. Also, keep track of event details and budget breakdown.
- Have an event marketing plan. This includes publicity, promotion and advertising, and sponsorship. Remember, an event can not take place if there is no audience.
- Monitor event progress by continually reviewing or updating the checklist you created.
- Prior to the event create a script of what's happening, when, where, and why. Have alternative plans ready in case you encounter problems.

### IMPLEMENT

- It's the day of your event: double check all your lists, and make sure all your helpers know their assignments. Put up any last minute decorations, and have a good time! Try to publicly thank co-sponsors during your event.

### EVALUATE

- After the event sit down with all individuals involved in the event planning process to gather for debriefing, feedback, and event reports. Make sure you send thank you notes to everyone that assisted you.