<u>Club Event Planning Introduction</u>

Planning events well is a crucial part of any club. Not only because it might be the main way you connect with the public, but because as a big and stressful project it could either bring your team together or pull it apart.

Because event planning is such a big topic, there is already a lot out there, Additionally, I already cover how to make action plans and promote your club in other sections of this course, so in this section we will learn:

1. How to **set objectives** for your event that offer you real guidance
2. How to **brainstorm event ideas** that engage your members and stand out from the crowd
3. How to **choose a date, location, and speaker/performer** in the least frustrating way possible that avoids endless back and forth

For general advice on event planning see the resources linked below.

Event Planning Resources

[Organise an Event](#)-WikiHow
[Write an Event Report](#)-WikiHow
[Create a Successful Networking Event](#)-WikiHow

Club-Specific Resources

- **General**: [Checklist for a Successful event](#)-MacEwan University
- **General**: [Event Plan Form](#)-Conestoga College (scroll down to club forms and resources)
- **Sustainability**: [Sustainable Event Planning](#)-Dalhousie University*
- **Accessibility**: [Accessibility Checklist](#)-McMaster University
- **Risk Management**: [Event Planning Guide](#) (safety focus)-University of Saskatchewan
- **Evaluation**: [Event Reflection Form](#)-Conestoga College (scroll down to club forms and resources)

NOTE: Some resources may be specific to Dalhousie but be sure to check if your school has a sustainability office.

Questions? Contact campusclubscanada@gmail.com