

A Guide to Programming!

Leadership Library 2021-2022: Part 3

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1. Types of Events

There are many types of events! What works best for you?

Common EVENTS:

Meet & Greet

- Allows one on one interactions with important figures

Speakers/Panels

- Gives members an opportunity to hear an experienced prospective

Socials

- Gives members an opportunity to meet each other and have more intimate conversations

Tabling

- Recruit new members to your organization via personal interaction



2. Preparation For Program

“Plan EARLY! At least a week in advance.” -Brooke Boyd, President of UPup

Roadmap

Think of an idea for your event. Get ideas from others on what kind of events they would enjoy

1

Plan your event with the goals of event and audience in mind. Consult advice of other eboard members when planning. Plan at least a week in advance

3

Delegate tasks based off of Day of Show and create a document of assignment tasks for members to refer to

5

Select an idea you like and start thinking about how you would program your event. Who is your audience and what are you going to do?

2

Create a detailed layout of the event, this is more important for large scale events

4

Execute your event and watch it succeed!

6



How do you start planning an event?

TIP: “When planning an event, look through your audience’s shoes. Plan something that you would genuinely want to go to”

- Carly Payne, President of Art for Kids



Planning and preparing for an event can be hard. Here is some advice to prevent burnout :)

Preventing Burnout

Delegate: the club does not rest on your shoulders alone. Your eboard and genbod are always there to help you.

Make realistic goals and expectations: Know that you don't always have to jump in and create huge involvement events. Sometimes it is good to take a deep breath and start small. You can always expand later.

Ask for help: Don't think that you have to figure out or know everything about programming an event. You can always ask others for help.

You don't have to do everything yourself. Involve others!

Involve your org's members! It's a great way for them to be involved and also promotes transparency between eboard and general body.

Ask your advisors for help!

Involve your Eboard members. Designate responsibility to everyone at the beginning of the semester and make clear expectations known.

COSO, SAFAC, and SASO are always here to help.

“



TIP: “Make sure to double check the constitution for responsibilities of all eboard positions to make delegating tasks easier.”

- Carly Payne, President of Art for Kids

3. Communication/Marketing

Let's get the word out!



USE ENGAGE!

- **Create events**
- **Advertise program on event page**
- **Utilize RSVP for event planning**
- **Track attendance**



“



Intro to marketing your event!



TIP: “Make sure to personalize your marketing to your audience. What kind of audience do you want at your event?”

- Carly Payne, President of Art for Kids



In what way should events be conducted and presented to members?

TIP: “A lot of students don’t really like to get lectured at so programming events should shy away from the form of a lecture and should instead be in workshop style”

- David Oliver, President of Phi Delta Epsilon

Social Media

- Triple check before posting on social media! Don't spread false information about event!
- Include captivating graphics in instagram posts to get students' attention
- Have followers repost to increase awareness about event



4. Day of Program

Get excited!

Tips!

- 1. Make sure club members know their exact roles in event on day of**
 - a.** For example, create a bullet point list of talking points for members to speak about at tabling events
- 2. Always have a point of contact for emergencies during events**
 - a.** If you are the president, this can be the club advisor, a co-president, a vice president, or another trusted e-board member
 - b.** If you are another e-board member, this can be the president or any of the other positions listed above
- 3. Be Fluid!**
 - a.** No matter how much you plan, things can always go wrong
 - b.** be prepared with back up plans
 - c.** Utilize other team members to come up with quick solutions

Thanks!

Any questions?

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