



8741 Founders Road  
Indianapolis, IN 46268-1338  
Phone: (317) 644-1920

# EVENT PLANNING GUIDE

## Sigma Tau Gamma

Event Name:

Event Date:

### STEP 1: WHY AND WHAT?

Why are you holding this event?

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What specific objectives are you hoping to achieve?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### STEP 2: WHO?

Who is taking the lead on the event?

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Who else is assisting in the event planning and execution? \* Complete the table below for each member of the planning committee.

Name	Phone	Email	Role & Responsibilities



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*\*Event lead should create a meeting calendar with important dates and deadlines to distribute to each member of the committee*

Who is being invited to the event? (Attach a guest list and contact information for each guest).  
 Do guests need to bring anything with them? (Ticket, Registration Forms, etc.) \_\_\_\_\_  
 Is there a cost for guests to attend? A registration process? \_\_\_\_\_

**STEP 3: BUDGET?**

What is the budget for the event? (Please attach a detailed budget) \_\_\_\_\_  
 What area of the budget will the funds come from? \_\_\_\_\_  
 Will there be fundraising for the event? Yes or No  
 (If so, complete event planning guide for fundraising efforts)  
 Have we created an event in CrowdChange to raise funds?

**STEP 4: WHEN?**

When does the event take place? (Date and Time) \_\_\_\_\_  
 When should those hosting/setting up arrive? \_\_\_\_\_  
 When should guests arrive? \_\_\_\_\_  
 When will the event end? \_\_\_\_\_  
 How long can we expect tear down to take? (If applicable) \_\_\_\_\_

**STEP 5: WHERE?**

Where is the event located? Include building/room name, address, etc. and attach a map if necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Parking Information: \_\_\_\_\_ Cost: \_\_\_\_\_

Who do we need to contact to reserve the space? \_\_\_\_\_

When do we need to contact them to reserve the space? \_\_\_\_\_

For what time frame should we reserve the space? \_\_\_\_\_

**STEP 6: ATTIRE?**

What is the dress code for those attending the event? \_\_\_\_\_

For those hosting the event? \_\_\_\_\_

Other: \_\_\_\_\_

**STEP 7: MARKETING?**

Is there a marketing plan in place? Yes or No

Does the marketing plan need to be approved by the campus or another body? Yes or No

If so, when are marketing materials due to be approved? \_\_\_\_\_

How/where do we submit marketing materials to be approved? \_\_\_\_\_

When does marketing begin and end? \_\_\_\_\_

Are we using social media for promotional materials? Yes or No

If so, what graphics/messages are we using to promote? (Please attach)

Which platforms are we using? (Twitter, Facebook, Instagram, Snapchat, Other)

How often will we post? \_\_\_\_\_

Who will be responsible for leading the social media campaign? \_\_\_\_\_

Are we using flyers or posters to promote our event? (Please attach) Yes or No

Where will we be distributing flyers or hanging posters? \_\_\_\_\_

When will we be distributing flyers or hanging posters? \_\_\_\_\_

Who will be responsible for distributing flyers or hanging posters? \_\_\_\_\_

Will anyone be taking photos or videos at the event? Who? \_\_\_\_\_

Does all our marketing comply with Sig Tau HQ's branding standards manual? Yes or No



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**STEP 8: SUPPLIES?**

Food and Beverages

- What is our menu for the event?
- Who do we need to contact to order food for the event?
- When do we need to have the food order placed for the event?

Program Materials

- Do we need programs for the event?
- Do we need a script for the program?
- Do we need a guest list for the event?

AV/Sound/Tech

- Do we need music/sound for the event?
- Microphones?
- Projectors or Screens?
- Do we need a PowerPoint or Video for the event?
- Do we need a Wi-Fi connection or password?

Room Staging and Layout

- What will the layout of the room look like?
- How many total guests are we expecting?
- Do we need extra tables for registration or an awards table?
- Do we need decorations for the event?

Favors and Gifts

- Will there be any favors or gifts provided during the event? (T-Shirts, Lanyards, etc.)

Other:

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**STEP 9: SAFETY AND WELLNESS**

This event **MUST** comply with the Member Safety and Wellness Policy set forth by Sig Tau.  
This event **MUST** comply with all campus safety and wellness policies.

**STEP 10: POST-EVENT EVALUATION**

Did we achieve each of our objectives? If no, then why not?

1. Yes or No

Why? \_\_\_\_\_

2. Yes or No

Why? \_\_\_\_\_

3. Yes or No

Why? \_\_\_\_\_

4. Yes or No

Why? \_\_\_\_\_

What other steps do we need to take to wrap up the event?

Do we need to send or deposits funds/money to any account?

Do we need to send thank-you notes to any contributors?

Do we need to issue a press release with follow up information to any outside parties?

Do we need to revisit or update the budget based on our costs?

Do we need to issue a press release for the event?

What was the final cost of the event? \_\_\_\_\_

What was the final number of attendees at the event? \_\_\_\_\_

What went well during the event?

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What can we change for a better event in the future?

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## Member Safety and Wellness Policy

All college chapters are responsible for annually instructing their members and associate members about this Member Safety and Wellness Policy.

### ALCOHOL AND DRUGS

1. The possession, use and/or consumption of alcoholic beverages, while on chapter premises, during an official Fraternity event, or in any situation or setting sponsored or endorsed by the chapter, must be in compliance with any and all applicable laws of your state, county, and city.
2. The sale of alcohol, by any chapter is prohibited. This prohibition includes any action that is a functional substitute for the sale of alcohol such as: charging for admission to parties, passing the hat, selling empty cups, or selling drink tickets.
3. Alcoholic beverages may not be purchased with chapter funds. Nor, may the purchase of alcoholic beverages be undertaken or coordinated by any member in the name of or on behalf of the chapter.
4. Chapter events may not involve the use of bulk quantities of alcohol, kegs of beer or any common source container of alcohol. All alcoholic beverages consumed at chapter functions must be purchased and brought by the individuals attending the function or through a cash bar operated by a licensed establishment where the function is held. Any legal use of alcohol should not involve unlimited quantities, the encouragement of rapid consumption, drinking games, or the direct or indirect pressuring of any person to consume alcohol.
5. No chapter shall sponsor open parties, meaning those with unrestricted access and without specific invitation, where alcohol is present.
6. All recruitment activities shall be dry; that is without the use of alcoholic beverages.
7. No alcohol may be present at any associate (no initiated) member activity.
8. No chapter may co-sponsor, co-promote or co-finance an event with a bar, tavern, distributor of alcohol, charitable organization, or student organization where alcohol is sold, given away or otherwise provided.
9. The possession, sale and/or use of any illegal drug or controlled substance at any Sigma Tau Gamma house or Fraternity sponsored event is prohibited.

### HAZING

No chapter, associate chapter, collegiate member or alumni member may conduct or condone hazing. Hazing activities are defined as: "Any activity taken or situation created, intentionally, whether on or off fraternity premises, to produce mental or physical discomfort, embarrassment, or ridicule.

Such activities may include but are not limited to the following: use of alcohol; paddling in any form; creation of excessive fatigue; physical and psychological shocks; quests, treasure hunts, scavenger hunts, road trips or any other such activities; wearing apparel that is conspicuous and not normally in good taste, engaging in stunts and buffoonery, morally degrading or humiliating games and activities, and any other activities that are not consistent with academic achievement, fraternal law, ritual or policy or the regulations and policies of the educational institution or applicable state law."

### SEXUAL ABUSE

The Fraternity does not condone any form of sexually abusive behavior on the part of its members, whether physical, mental or emotional. This includes any actions that are demeaning to any person including but not limited to date rape, gang rape or verbal or written harassment.

### FIRE AND SAFETY

No chapter may be housed in or use the services of a structure that does not meet minimum fire and safety requirements of local civil authorities. Only licensed firearms may be stored on fraternity property. Firearms storage must comply with all local and state laws and must be secured in a locked case or with a locked trigger guard. Ammunition must be stored separately from any firearms.