

4 Steps to Throw

THE PARTY

POWERED BY ARTS PASS

The Party: Powered by Arts Pass equips student groups in the College of Fine Arts with tools to create events on Campus. Hosting a student event is challenging but we hope these guidelines will aid in the process and make the experience more rewarding. Our mission is to connect students across campus to explore the arts and have a great time!

Contact us at theparty@utah.edu with any questions.

Successful event planners use the following skills and resources to accomplish their goals.

- Project Management
- Marketing
- Budgeting
- Teamwork
- Strategic Communication

► **Remember:**

Keeping within budget and knowing how you can spend Party money is important. Check out the guidelines for spending.

finearts.utah.edu/theparty

1 Questions for event planners to ask themselves.

Planning starts with establishing a vision. Think about what you want from your event and what you are offering. Knowing what you want from your event, and why you are hosting it, will set some concrete, measurable goals for you to achieve. Ask yourself:

- Why are we hosting this event?
- What is our goal?
- What resources do we have?
- Who is our audience and how does our event benefit them?

2 Establish specific deadlines.

Once you've answered these questions, lay out a plan with specific deadlines. Begin promoting your event one month prior, this means planning should be at least six weeks out from your event.

3 Make a list of your resources.

With a goal defined, you're ready to channel the resources you have into achieving it. See The Party's master resource list.

4 Promotion is crucial for a successful event.

Promotion requires a thorough knowledge of your audience, what outlets you have, and the story your event is telling. By knowing what resources are available to you, you determine what you need to do to promote your event. See The Promotions sheet in The Party's resource list for more suggestions.

