



HOW TO SERIES WITH SLE

How to Plan an Event

Student Leadership & Engagement

Alexandra Green

Coordinator for SLE

Campbell Student Union 400B

greenac1@buffalostate.edu

Steps to Success

1. The Idea
2. Building a Timeline
3. Additional Information on Space Requests & 25 Live

1. The Idea

The Idea - Brainstorm

- ▶ As a student organization, discuss together as an executive board programs and event ideas that fulfill the mission of your organization.



The Idea - Brainstorm

- ▶ Utilize your organization's Bengal Connect Page to see what events have been done in the past!
- ▶ Scroll down!

The screenshot shows a web browser displaying the Bengal Connect page for the organization "Student Leadership and Engagement". The page includes a navigation menu on the left, a search bar, and a "Manage Organization" button. The main content area features the organization's profile picture, name, and a "Member Since August 2023" badge. Below this is a paragraph describing the organization's commitment to an inclusive student-centered environment. The "Contact Information" section lists the address (Campbell Student Union, Room 400, 1300 Elmwood Avenue, Buffalo, NY 14222, USA), email (sle@buffalostate.edu), phone numbers, and social media icons. A "Forms" section lists several documents for download, including recruitment and recognition forms. On the right side, there is a "Contact" button and a gallery of images showing various events and activities, with a "VIEW ALL FORMS" button at the bottom right.

BENGALCONNECT
The State's Most Connected & Successful

Search...

Manage Organization

Contact

Student Leadership and Engagement
Member Since August 2023

Student Leadership and Engagement is committed to an inclusive student centered environment that creates educational experiences for students which promote leadership, involvement, learning, and success. Student Leadership and Engagement collaborates with students, faculty, staff, alumni, and community leaders to provide innovative and purposeful programs to prepare students for a diverse and changing world. Student Leadership and Engagement is part of [Student Success](#) at Buffalo State.

Contact Information
Campbell Student Union, Room 400
1300 Elmwood Avenue
Buffalo, NY 14222
USA
E: sle@buffalostate.edu
P: (716) 878-4631
F: (716) 878-5600

Forms

- Greek Life: Intent to Recruit Form 2024-2025
- Fall 2024 Greek Homecoming Invitation RSVP's
- Greek Life: Provisional Recognition Application
- Greek Recruitment Interest Form

VIEW ALL FORMS

The Idea - Brainstorm

- ▶ Utilize your organization's Bengal Connect Page to see what events have been done in the past!
- ▶ Click on "View More Events"

The screenshot displays the Bengal Connect website interface. At the top, the logo reads "BENGALCONNECT THE UNITED STUDENTS GOVERNMENT @ BUFFALO STATE". A search bar is located in the top right corner. Below the header, there are two document icons with labels: "Greek Recruitment Interest Form" and "SLE: Buffalo State College Report Hazing Form".

The main content area is titled "All Events" and features four event cards:

- How To Series w/ SLE - How To Plan An Event**: Thursday, September 12 at 6:00PM EDT, Campbell Student Union 404. Organized by Student Leadership and Engagement.
- Bengals After Dark: Open Mic and Karaoke Night**: Friday, September 13 at 7:00PM EDT, Student Union Lobby. Organized by Student Leadership and Engagement.
- Greek President Council Meeting**: Tuesday, September 17 at 12:30PM EDT, Campbell Student Union 414. Organized by Student Leadership and Engagement.
- Greek Life Interest Meeting**: Thursday, September 19 at 12:30PM EDT, Campbell Student Union 404. Organized by Student Leadership and Engagement.

A "VIEW MORE EVENTS" button is circled in brown in the top right corner of the event grid. Below the events section, the "Officers" section is visible, showing two roles: "PROGRAMMING COORDINATOR Miriam Brown" (represented by a circle with 'M') and "GRADUATE ASSISTANT Dandre Johnson" (represented by a circle with 'D'). A "VIEW FULL ROSTER" button is located at the bottom right of the officers section.

The Idea - Brainstorm

- ▶ Utilize your organization's Bengal Connect Page to see what events have been done in the past!
- ▶ Click on "Show Past Events"

The screenshot displays the Bengal Connect website interface. At the top, the logo for 'BENGALCONNECT THE UNITED STUDENTS GOVERNMENT @ BUFFALO STATE' is visible. A search bar is located in the top right. The main heading is 'Student Leadership and Engagement Events'. A search bar for events is on the left. A grid of event cards is shown, including:

- How To Series w/ SLE - How To Plan An Event**: Thursday, September 12 at 6:00PM EDT, Campbell Student Union 404.
- Bengals After Dark: Open Mic and Karaoke Night**: Friday, September 13 at 7:00PM EDT, Student Union Lobby.
- Greek President Council Meeting**: Tuesday, September 17 at 12:30PM EDT, Campbell Student Union 414.
- Greek Life Interest Meeting**: Thursday, September 19 at 12:30PM EDT, Campbell Student Union 404.
- Greek Life Interest Meeting**: Thursday, September 19 at 6:00PM EDT, Campbell Student Union 404.
- Homecoming and Family Weekend: Together We Grow**: Monday, September 23 at 8:00AM EDT, Various Locations.

A button labeled 'SHOW PAST EVENTS' is circled in the top right corner of the event grid.

The Idea - Brainstorm

- ▶ Utilize your organization's Bengal Connect Page to see what events have been done in the past!
- ▶ Done!

The screenshot displays the Bengal Connect website interface. At the top, the logo reads "BENGALCONNECT THE UNITED STUDENTS GOVERNMENT @ BURLINGAME STATE". A search bar is located in the top right. The main heading is "Student Leadership and Engagement Events", with a "SHOW UPCOMING EVENTS" button to its right. A yellow banner states "The following events have ended." Below this is a search bar for events. The main content area features a grid of event cards:

- Mandatory Student Organization Training**: Ended 2 days ago. Monday, September 8th. 6pm | Bulger 217. Hosted by 2 organizations.
- Mandatory Greek Life Training**: Ended 5 days ago. Friday, September 6th. 3pm | Assembly Hall North. Hosted by Student Leadership and Engagement.
- Welcome Back Bengals!**: Ended 6 days ago. Thursday, September 5 at 12:30PM EDT. Union Upper Lobby. Hosted by Student Leadership and Engagement.
- Greek Life Interest Meeting**: Ended 8 days ago. Tuesday, September 3 at 12:30PM EDT. Campbell Student Union 404. Hosted by Student Leadership and Engagement.
- Greek Life Interest Meeting**: Ended 13 days ago. Thursday, August 29 at 12:30PM EDT. Campbell Student Union 404. Hosted by Student Leadership and Engagement.
- Greek President Council Meeting**: Ended 22 days ago. Tuesday, August 20 at 12:30PM EDT. Microsoft Teams. Hosted by Student Leadership and Engagement.

Additional event cards are partially visible at the bottom, including "Ended 3 months ago" and "Ended 4 months ago".

The Idea - Brainstorm

- ▶ Determine preferences for size, budget, dates, locations, and times for the events.
- ▶ [Event Planning Meeting Checklist](#)
- ▶ Utilize Bengal Connect to know which dates to avoid!
OR use common dates as an initiative to collaborate with other organizations :)

2. Build a Timeline

Build a Timeline - Steps

Step 1: Define your goals (9-12 months)

- ▶ Consider the purpose of your event. What overall goal are you trying to meet? What outcomes do you hope to achieve? Who is your target audience? Determining these goals is an important step in the planning process and should guide your decisions for the steps that follow.
- ▶ You will also need to determine what your event's indicators of success will be. Think about ways that you can measure these indicators. [There have been times when an event host has decided that a strategy other than an event might better meet their goals!]

Build a Timeline - Steps

Step 2: Assemble your team (9 months)

- ▶ Both during the planning process and on site, it is crucial that the right people are part of your planning. Make sure you identify your planning team and decision makers, as well as your service providers (for meeting equipment, audio/visual, catering, security, communications and other needs). Choosing the appropriate campus partners and vendors will be essential to the success of your event.
- ▶ It is also important to think about which e-board member will be taking the lead on the event and where they need support from.
- ▶ Consider collaborating with other student organization or campus partners!
 - Some campus partners even sponsor events!

Build a Timeline - Steps

Step 3: Consider your budget (9 months)

- ▶ Assess your available funding and determine the budget you have available for the event. You may decide to contact service providers to learn how much to estimate for each aspect of your event.
- ▶ Think about ways that you can be cost effective!
 - Cost of UPD
 - Cost of a DJ
 - Cost of Equipment
 - Cost of food/drinks
 - Cost of decorations

Build a Timeline - Steps

Step 4: Choose your date(s) carefully (9 months)

- ▶ Ensure that the date(s) of your event do not create scheduling conflicts for the audience you hope to engage, and that your dates do not hinder your ability to access service providers or other resources.
- ▶ Do your dates conflict with a major University event such as Homecoming or Commencement, for example? Have you checked Bengal Connect?
 - [Www.bengalconnect.com](http://www.bengalconnect.com)

Build a Timeline - Steps

Step 5: Take care of special guests (6-9 months)

- ▶ Do you want a performer at the event? If so, what does their schedule look like? What do they charge?
- ▶ Do you want a specific DJ? Coordinate with their schedule and costs.
- ▶ Will this event require UPD? Remember, 1 UPD officer is required for every 75 students expected to attend. What is the cost of UPD?
- ▶ Do I need to have an event planning meeting with the Campbell Student Union?
- ▶ Do I need USG to sign-off on a budget or contract?

Build a Timeline - Steps

Step 6: Reserve your campus space (6-9 months)

- ▶ Campbell Student Union Space Request: <https://sle.buffalostate.edu/space-requests>
- ▶ Events Management Space Request (anything outside the Union): <https://eventsmanagement.buffalostate.edu/students-planning-events-students>
- ▶ Not Sure? Unsure what space you need? Contact the Student Leadership and Engagement Office for advice and suggestions.
 - Sle@buffalostate.edu

Build a Timeline - Steps

Step 7: Equip your event space (3 months)

- ▶ Order registration tables, chairs, custodial cleaning, and other needed facilities services and equipment for your event space(s) through Events Management or the Campbell Student Union.
- ▶ You can also estimate your event equipment costs by visiting the Campbell Student Union equipment rental cost fees: <https://sle.buffalostate.edu/student-union-rental-fees>
- ▶ Not Sure? Imagine that your event space is a blank slate. Try to envision everything you need for your event, and assume that your space does not come equipped with any of these things! Then contact Events Management or the Campbell Student Union (depending on what space you reserved)

Build a Timeline - Steps

Step 8: Arrange your audio-visual (3 months)

- ▶ Think if you need specific lightening, music, microphones, a powerpoint, etc.
- ▶ Not Sure? Imagine that your meeting space is a blank slate – even though media equipment may exist in a room, does not mean it will be available and unlocked for your event.
- ▶ If you are planning to use equipment need for showing a PowerPoint, showing a video, or speaking in a room requiring a microphone, then you will need to schedule an event planning meeting with either Events Management or the Campbell Student Union to communicate this prior to the event.

Build a Timeline - Steps

Step 9: Order food and beverages (3 months)

- ▶ Work with Chartwells, the preferred catering vendor for Buffalo State University. Explore costs and options with them.
- ▶ You **MUST** book Chartwells at least a week (7 days) in advance
- ▶ If you would like to use an outside vendor, ensure that the food is prepped in an Erie County NYS State Certified Kitchen
- ▶ Think, does this event require food and drinks?
- ▶ Remember, homemade food is **NOT** allowed for any student organization

Step 10: Ensure safety and accessibility for your event (1-3 months)

- ▶ Consider the needs of your audience, such as those with mobility concerns and the need for accommodations for individuals who may be deaf or hard of hearing.
- ▶ Consider the capacity of the space you are using, work with SLE and USG to obtain wristbands for the event to ensure your event does not exceed the expected capacity.
- ▶ Confirm UPD's attendance if applicable. Remember, 1 UPD officer is required for every 75 expected students.

Build a Timeline - Steps

Step 11: Write down your event plan/checklist (1-2 months)

- ▶ Look back at steps 1-10: Now it's time write down all your decisions in one document, so that you have it all in one place. It doesn't have to be fancy or follow any special format – this is just a resource for you and your planning team. It will be important to have this list to help keep track of details on the day of the event. Capturing the details also helps you identify any steps you may have missed.
- ▶ Not sure you need it? Are your planning decisions in the separate email boxes of multiple different team members? Would a checklist help with a sequence of activities that have to happen in a specific order? Could anything go wrong if there is only one person who knows everything that is supposed to happen on event day?
- ▶ Remember to use the event planning checklist!
- ▶ Request a Day of event checklist from SLE!

Build a Timeline - Steps

Step 12: Promote your event (1-2 months)

- ▶ Remember the target audience that you defined when conceptualizing your event? Now is the time to reach them.
- ▶ Post the event on Bengal Connect! Not sure how to? Visit our website to watch videos on how to navigate Bengal Connect! <https://sle.buffalostate.edu/bengal-connect>
- ▶ Consider tabling in the Campbell Student Union during Bengal Pause on T/Th's to promote the event!
- ▶ Print flyers and bring them to the CSU info desk to be hung up in the lobby (Remember – only 5 flyers are allowed per organization/campus partner)
- ▶ Work with residence life to post flyers in the residence buildings! Follow the guidelines to hang flyers in academic buildings.
- ▶ Post on social media and tag official Buffalo State accounts to repost!

Build a Timeline - Steps

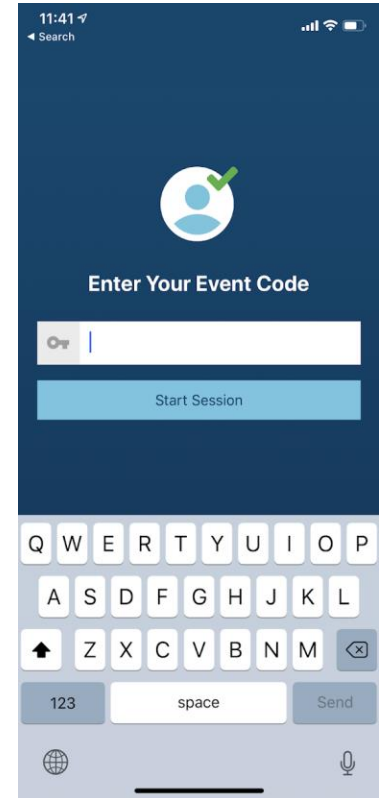
Step 13: Execute your event (Day of)

- ▶ Use the tools that you've developed and your event checklist to flawlessly execute your event! Be sure to share the event and staffing plans with your team and staff well in advance so everyone knows their role when event day arrives.
- ▶ Remember to track attendance via the Check-In app through Bengal Connect! This is a great way to internally track the event and use as a data point to increase your funding!

Attendance Tools



Campus Labs Check In App



Campus Labs Check In App



BENGALCONNECT
The United Students Government of Buffalo State

Search...



MANAGE EVENT

For USG and Non-USG Orgs

Mandatory Student Organization Training

Monday, September 9th
6pm | Bulger 217

● Title IX Training ● Bengal Connect ● 25 Live ● USG Training

Mandatory Student Organization Training



Date and Time

Monday, September 9 2024 at 6:00 PM EDT to
Monday, September 9 2024 at 9:00 PM EDT
Add To [Google Calendar](#) | [iCal/Outlook](#)



Location

Bulger Communication Center, Room 217



Description

Student Leadership and Engagement (SLE) and the United Students Government (USG) would like all student organizations to save the date for the in-person mandatory student organization meeting on Monday, September 9th at 6:00pm in the Bulger Communication Center, room 217.

Mandatory Student Organization Meeting

Date: Monday, September 9th

Time: 6:00pm

Location: Bulger Communication Center, Room 217

This is an opportunity for incoming student organization officers to learn about campus policies and procedures, budgeting training, Bengal Connect and 25Live Training, Title IX Training and how our areas can support student organizations this year.

Who Needs to Attend?

Three (3) Executive Board members should be in attendance. We recognize some students may have a conflict. If unable to attend, please send another member of your organization as a proxy.

RSVP to Event

I will be attending I won't be attending

RSVP

Host Organizations

Campus Labs Check In App



Event Details

For USD and Non-USD Orgs

Mandatory Student Organization Training

Monday, September 9th
6pm | Bulger 217

● Title IX Training ● Bengal Connect ● 25 Live ● USD Training

STUDENT LEADERSHIP and ENGAGEMENT
BENJAMIN STONE - The Sun University of New York

[View Event](#) [Submissions](#)

Mandatory Student Organization Training

Host Organizations
Student Leadership and Engagement + 1 other

Location
Bulger Communication Center, Room 217

Begins
Monday, September 09, 2024 at 6:00 PM EDT

Ends
Monday, September 09, 2024 at 9:00 PM EDT

[CHANGE DETAILS](#)[CANCEL EVENT](#)

0.0



Event Rating

STATUS

Approved

VISIBILITY

The Public

RSVP SETTING

Anyone

EVENT ATTENDANCE

[TRACK ATTENDANCE](#)[INVITATIONS & RSVPS](#)

0

Invitees

0

Attended

0

Absent

0

Excused

ACCESS CODE

3N747A4

[COPY](#)

ATTENDANCE URL

<https://www.bengalconnect.com/event/100>[COPY URL](#)[VIEW QR CODE](#)

Any Engage user who visits this URL within 72 hours after the event ends will be marked as "Attended" for this event.

POST EVENT FEEDBACK

[SEND NOTIFICATIONS](#)[EXPORT FEEDBACK](#)

Event Ratings and Evaluation Questions are anonymous and only visible to the Event Organizer and users with Management permissions.

Notifications cannot be sent unless attendance has been tracked by at least one attendee. Sending notifications will only alert attendees once, whether or not they've already given feedback on the event.

Build a Timeline - Steps

Step 14: Debrief your event (Within a month)

- ▶ Don't forget to debrief as soon as possible after your event. This important step offers an opportunity to collect information that can be used to improve future events.

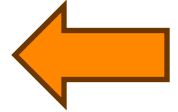
3. Space Requests & 25 Live

Space Requests – Campbell Student Union



Student Leadership and Engagement

MENU



Student Leadership and Engagement

About Us

Student Leadership and Engagement is committed to an inclusive student centered environment that creates educational experie leadership, involvement, learning, and success. Our office collaborates with students, faculty, staff, alumni, and community leader programs to prepare students for a diverse and changing world.



Campus Activities

Student Leadership hosts and supports multiple campus programs throughout the year! Welcome (WOW), Homecoming, Bengals After Dark, and Pride Week. Some of our past events include karaoke nights, paint and sips, and more!

Learn more about campus activities!



Student Organizations

Student Leadership and Engagement supports more than 70 student organizations on campus and oversees the recognition process for all new student organizations who want to be affiliated with the college.

Student Leadership and Engagement

Site **Buffalo State**

- + CAMPUS ACTIVITIES
- + STUDENT ORGANIZATIONS
- + GREEK LIFE
- + CAMPBELL STUDENT UNION
- STUDENT EMPLOYMENT
- + CONTACT US



Space Requests – Campbell Student Union



Student Leadership and Engagement



CAMPBELL STUDENT UNION

Learn more about how to reserve space!

Space Requests >

Available Spaces >

Rental Fees >

Student Leadership and Engagement



sle@buffalostate.edu

Campbell Student Union 400
Phone: (716) 878-4631 | Fax: (716) 878-5600

Scroll down to bottom



1300 Elmwood Avenue
Buffalo NY, 14222
(716) 878-4000



BUFFALO STATE UNIVERSITY | IMAGINE a place...



APPLY | VISIT | GET INFO



Space Requests – Campbell Student Union



Student Leadership and Engagement



SPACE REQUESTS

Event Submission Form

Event Title (40 characters) - Required

Full Event Title - Optional

Expected Attendance

Date and Time

Location of your event

Event Description

Primary Presenting Organization

Additional Presenting Organizations

Event Detail Questions - any relevant questions will automatically be added below

Additional Event Details

PLEASE NOTE:

Campbell Student Union Space Request Form

Use this form to request the use of space in the Campbell Student Union.

Attention Students: please note that only designated student organization leaders can request space. If you need assistance, please email studentunion@buffalostate.edu.

The recommended browser is **CHROME**.

Event Form

Event Title (40 characters) - Required - Required



TIP: Enter an abbreviated name that will be used internally for reference/reporting.

Full Event Title - Optional



TIP: Enter the full title of the event as it will appear on promotional material

Expected Attendance - Required



Scroll down



Tips:

- Use Chrome
- May need to click to sign in to Buffalo State account
- Pop-ups need to be enabled



Space Requests – Campbell Student Union



Student Leadership and Engagement



MENU

STUDENT UNION RENTAL FEES

Equipment Rental Fees - Student Groups

Student Union Equipment	Equipment Fee (Student Group Rate)
AudioMax PA System (including staff)	\$50 (hourly)
LED Up-Lights (quantity of 3)	\$25 (per use)
LED Up-Lights (quantity of 6)	\$50 (per use)
LED Up-Lights (quantity of 9)	\$75 (per use)
Stage Sections	\$70 (per piece)
Event Assistant	\$15 (hourly)

Equipment Rental Fees - Student Groups



Space Requests – Anywhere Outside the Union

BUFFALO STATE UNIVERSITY

ABOUT APPLYING ACADEMICS CAMPUS
NEWS AND EVENTS ATHLETICS GIVING

APPLY VISIT GET INFO Find People MYBUFFSTATE

SEARCH THIS SITE

EVENTS MANAGEMENT

COMMENCEMENT | REQUEST A SPACE | EXPLORE VENUES | CONTACT US

Faculty and Staff Events / Student Events / Community Organization Events / Protest Events

SEARCH THIS SITE

EVENTS MANAGEMENT

Space Requests – Anywhere Outside the Union

STUDENTS PLANNING EVENTS FOR STUDENTS

FACULTY AND STAFF EVENTS

STUDENT EVENTS

- Reservation Process
- Alcohol Policy
- Catering
- Equipment

COMMUNITY ORGANIZATION EVENTS

PROTEST EVENTS

[View Background Image](#)



The **Events Management Office** is here to aid you with the processes that are necessary to hold an event on campus. Buffalo State acknowledges the significant value student organizations have in the educational process. Recognized student organizations play an important role in developing student leadership and providing a quality campus environment.

In order to exercise the privileges granted to recognized organizations, a student group must register with, and be recognized by, **Student Leadership & Engagement**. An designated officer of the student organization may reserve and utilize campus space and exterior grounds. To request space in the Campbell Student Union visit the **SLE Union Reservation Request** page. To request space booked by the **Events Management Office (pdf)**, please complete the **Event Management Space Request Form** in 25Live (Buffalo State login required, be sure and enable pop-ups if you don't see the Log button).

Space Requests – Anywhere Outside the Union

The screenshot shows the Buffalo State University website's Events Management section. The navigation menu includes: ABOUT, APPLYING, ACADEMICS, CAMPUS, APPLY, VISIT, GET INFO, Find People, MYBUFFSTATE, NEWS AND EVENTS, ATHLETICS, GIVING, and SEARCH THIS SITE. The main heading is "EVENTS MANAGEMENT" with a home icon. Below it are links for COMMENCEMENT, REQUEST A SPACE, EXPLORE VENUES, and CONTACT US. A breadcrumb trail shows "home | space request form". The "SPACE REQUEST FORM" is the main focus, with a "View Background Image" link. A browser alert message is displayed over the form, stating: "Alert: Unable to create pop-up window for authentication. Please allow pop-ups in your browser and reload." with an "OK" button. A "Login" button is visible in the top left of the form area.

Alert

Unable to create pop-up window for authentication. Please allow pop-ups in your browser and reload.

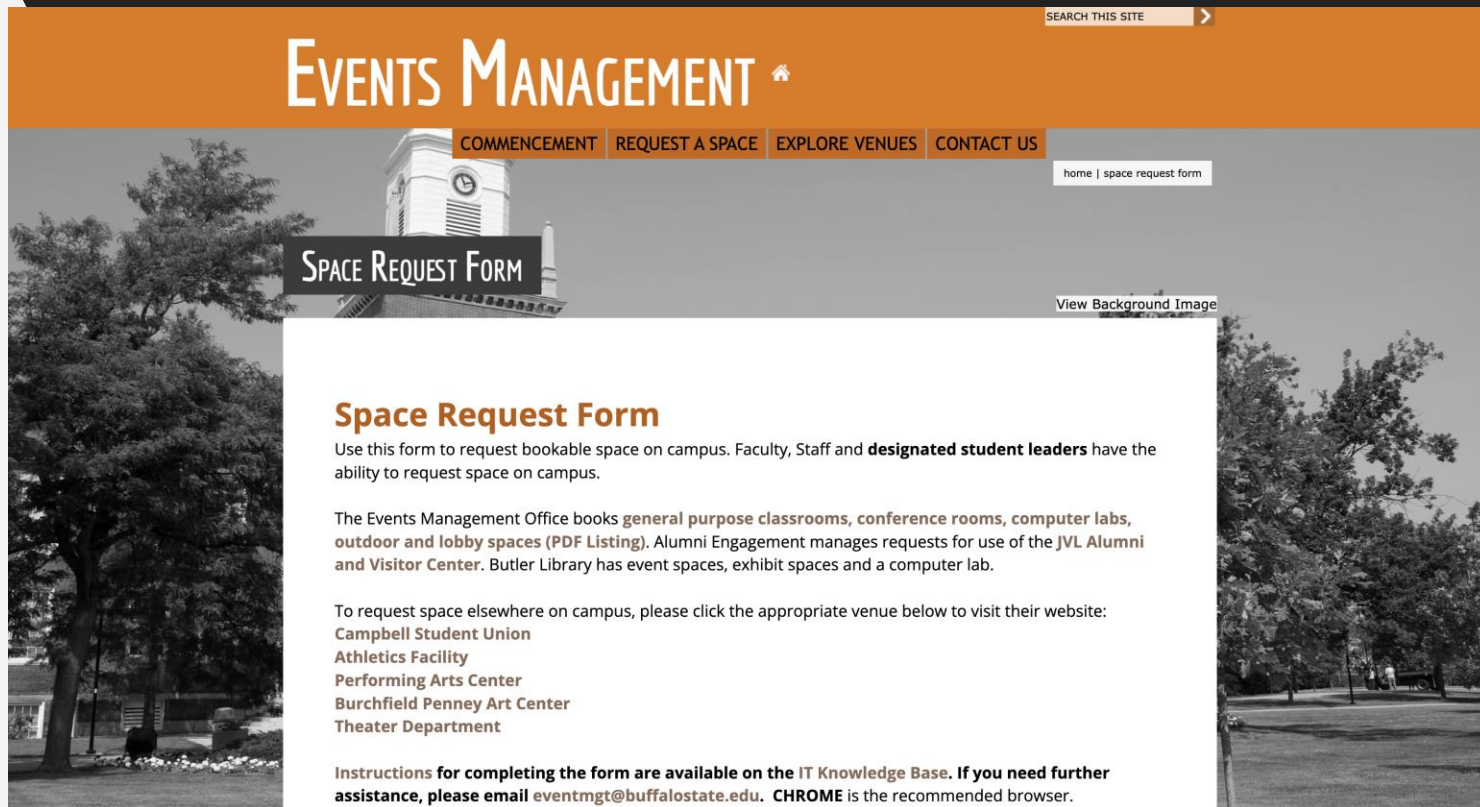
OK

Most web browsers include a feature to block pop-up windows. The Events Management space request form requires pop-ups to be enabled for event submission. In your web browser site settings, make sure that pop-ups and redirects are unblocked.

Tips:

- Click "Ok"
- Then Login

5 GAP Standards



SEARCH THIS SITE >

EVENTS MANAGEMENT

COMMENCEMENT | REQUEST A SPACE | EXPLORE VENUES | CONTACT US

home | space request form

SPACE REQUEST FORM

[View Background Image](#)

Space Request Form

Use this form to request bookable space on campus. Faculty, Staff and **designated student leaders** have the ability to request space on campus.

The Events Management Office books **general purpose classrooms, conference rooms, computer labs, outdoor and lobby spaces (PDF Listing)**. Alumni Engagement manages requests for use of the **JVL Alumni and Visitor Center**. Butler Library has event spaces, exhibit spaces and a computer lab.

To request space elsewhere on campus, please click the appropriate venue below to visit their website:

- Campbell Student Union
- Athletics Facility
- Performing Arts Center
- Burchfield Penney Art Center
- Theater Department

Instructions for completing the form are available on the **IT Knowledge Base**. If you need further assistance, please email eventmgt@buffalostate.edu. **CHROME** is the recommended browser.

THANKS!

Any questions?

You can find me at greenac1@buffalostate.edu for more questions!