

WVC CLUBS: EVENT PLANNING GUIDE

Follow this document for a step-by-step guide to make your next event a success!



PHASE 01

EVENT DEVELOPMENT

“An event is all about joining people together. How can a [club] be successful? You have to create relationships. By organizing people to come together, meet, interact, build relationships and trust.” – Mark Kilens

STEP 01

Conceptualize your event

- Discuss with your team to develop a purpose and vision for your event: what are the main objectives (fundraise, team building...)? What activities can achieve these goals? What is the tone of the event and what could make it unique and fun?
- Define your target audience: Who do you want to reach? What is this audience looking for and what will attract them to attend your event?

STEP 02

What will a successful event look like and how will you measure it?

- Develop measures to assess the event's success to ensure your goals are met. These measures can be used for various stages of the event's development.
- Before the event, you can measure the number of registrations, the number of social media views, and conversion rate, which refers to the percentage of registrants from the total number of people reached.
- On the day of the event, you can track attendance rates, level of audience engagement, and number of new members reached through the event.
- After the event, it can be helpful to send participant surveys to understand the strengths and areas of improvement for the event. If you are planning a fundraiser, keep track of the amount of funds raised.
- Track these measures and report back to your designated WVC staff

STEP 03

Develop a timeline or workback schedule for the event

- A workback schedule starts with the final event or fundraiser you are working towards and the anticipated deadline for it. From here, you can start specifying activities needed to plan the event, and estimate the time needed for each step.
- Be sure to check for permit requirements and deadlines regarding room booking and food serving
- Assign and delegate tasks to executive or general members accordingly.

“It's not about the event itself; it's about creating a memorable experience for your audience.”
– Jason Alan Snyder





PHASE 02

THE FINANCES

STEP 01

Develop a budget

- You can use the [Budget Template](#) to outline your budget. This is not only useful for managing the club/chapter's finances, but also when applying for grants to fund your event.
- As a rule of thumb, venue and food usually account for 60% of the total budget. However, this could vary based on the event and the venue you are using.
- Some costs to keep in mind are signage and poster printing, decorations, activity materials, technical equipment (projector, TV etc), honorariums for speakers...

STEP 02

Finding funding and sponsors

- Please refer to the Sponsorship Guideline document on the website for more information on how you can reach out to sponsors and put together a sponsorship package.
- In addition to sponsorships, you can also look into grants supporting youth organizations, and funds available from your school.



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PHASE 03 MARKETING AND PROMOTION

STEP 01 Put together a marketing plan

- A marketing plan includes a set of promotional tactics and activities such as social media posts, email campaigns, targeted network invites, and physical posters around campus.
- In your team, the Marketing Committee would be responsible for developing and executing the marketing plan.
- It also includes a timeline of when and how much you will be executing the tactics. Giving a 2-4 weeks promotional runway is a good rule of thumb to ensure people have enough time to know about the event and plan ahead to attend.

STEP 02 Identify platforms and tactics for promotion

- You can use both online and in person avenues to promote across multiple platforms to market your event and maximize reach.
- A rule of thumb is that the average event conversion rate is 3-5%. This means that if you reach 100 people via online or in-person means, you could expect 3-5 people to register on average. While this is an estimate, you can also use conversion rates from past events to help you calculate the reach necessary based on how many people you want to attend the event.
 - 1. Event Page:** Consider creating an event page on Facebook, Eventbrite, or Partiful (a free online party invitation platform) to generate registration, send out targeted invitations, and circulate the event. Events published publicly on the online platforms will general more reach and allow open sharing.
 - Closer to the event (one week of) is when you'll see the most surge of sign-ups. That is the key time you'll want to send out a lot of reminders.
 - Set up reminders for people who signed up AND those who HAVEN'T signed up. Don't be afraid to send multiple reminders as people are forgetful and last minute in planning.



2. Social Media Posts: Publish a series of event promotion posts and reels with the event reminder function to get the word out and point people to the sign up link. Curate initial “Save The Date” announcements at least 2-3 weeks prior to your event, then publish frequent reminders leading up to the event date.

- Make sure to ask your execs to repost and invite other clubs to re-share your event.

3. Social Media Network Posting: Share your event on established Facebook, Discord, or WhatsApp groups such as your academic cohort, graduating class, hobby groups, or frosh networks etc.

4. Lecture / In-person Announcements: Make an announcement in lectures and classes that you and your execs are apart of. Or select relevant lectures to speak at, such as international development, global health, and humanities courses.

5. Word of Mouth: Most of your event attendees will come from your network! Reach out to your personal friends and communities, ask them to invite their networks, and ask other like-minded clubs to spread the word.

- For instance, each club member can ask 5 friends to join the event and encourage them to spread the word to 5 of their friends as well. This way, you can expand your reach exponentially within your school.

- Feel free to share your excitement with others! If you are excited about it, other people will be excited about it!

- There are more people willing to support you than you think - especially if it's for a good cause! Personal asks might take a while, but your friends who know you will likely support you more.

6. On-Campus Posters: Reach out to your student club union and inquire the process, policy and resources available to put up posters on campus bulletin boards in the student center, hallways, libraries, department buildings, and coffee shops. Delegate your execs and recruit your friends to help you distribute promotional materials!

7. Email Campaign: Send a series of email announcements and reminders to your email list of general members. While Mailchimp is a great tool to utilize, emails are also prone to fall into people's junk mails so pay attention to your emails' open rates.

STEP 03

Develop promotional material (posts/flyers/brochures)

- You can use different forms of media to promote the event from physical posters to TikTok videos and reels. To design posters, Instagram posts, and stories, you can use applications like Canva. To access World Vision's design guidelines, stock photos, and Canva Pro account, please reach out to youth@worldvision.ca.



PHASE 04 EXECUTION

STEP 01 Designate event roles across the team

- Assign roles within the team to ensure the smooth running of the event. For instance, you might need some volunteers to help with check in/registration, supervise technological requirements, emcee the event, and act as floaters.
 - This is a great opportunity to engage general members and provides the chance for members to meet like-minded individuals while developing valuable leadership and planning skills.
- Ensure these roles, expectations, and timelines are defined and clearly communicated within the team, especially with tasks that are bounded by a deadline.

STEP 02 Capture Event Memories and Social Media Content

- Capturing and resharing your event's memories is a powerful tool to build a sense of community with your participants and team. Photos can also help to create promotional materials for your next event.
- Assign someone to capture photos and videos during the event. Post them on your Instagram stories and posts, tagging [@vvwyouthcanada](https://www.instagram.com/vvwyouthcanada) and your participants. Include them in your re-cap newsletter.

STEP 03 Post-event surveys and debrief

- Post-event feedback is important to understand the strengths and weaknesses of the event. You can create a post-event survey using a google form to ask participants what they liked, what could have been better, and ideas for improvement.
- Have a meeting with the team after the event to debrief the strengths and weaknesses of the planning process.
- Use the framework of: what did we like, what did we lack, what did we learn, and what do we long for in future events.