

How to Write a Proposal for an Event

Sometimes events need to have additional information in order for them to be considered for approval. In those instances, a proposal needs to be written and include the following information:

Event Details

- Event name
- Hosting Organization/Department
- Desired Event Date, Event Time, Event Location and Venue Capacity
- Event website/Facebook page

Event Overview

- Provide a brief description of the event and its purpose
 - What is the connection of the event to the Creighton mission?
 - How will this event be marketed?
- How is the event set up? Will there be an opening, ground rules, etc.?
 - Who will be leading the discussion or activity?
 - What do you envision the program looking like?
- What are the talking points for the speaker(s) or round tables?
 - What questions are being asked or discussed?
 - Who are you wanting to be speakers to present information?
- Is there information being presented? If so, what information and from where?

Risk Overview

- Provide a brief overview of concerns associated with event. Here are some things to consider
 - Is there a potential for protest?
 - Is there triggering content?
 - Have there been concerns expressed by community members?
 - What is the current attitude regarding this event on social media channels and word of mouth? What have you heard?
 - Are there concerns related to crowd control?
 - Are there concerns about attendees (public or student)?

Access and Ticketing

- Describe how access to the event will be managed (a ticketing system is generally recommended to provide a more accurate idea of how many will be in attendance):
 - If tickets are required to attend – how are tickets being distributed, who can acquire tickets, how will tickets be checked at the door, how many tickets have been sold?
 - If tickets are not required – how will entry be managed, how many attendees are anticipated?
 - Line control/ID-check plan

Day of Event Information

- Include contact information for president, event planner and anyone else who is leading the event
- Provide a “day of schedule” which begins with set up and includes times for doors opening and closing as well as clean up
- Other Relevant Details

Helpful hints when it comes to writing:

- Submit in a Word document format
- Include information in a list form based on the questions above
- **The more information that is provided the better**