

How To:

Run a Successful Fashion Show

- Step 1: Submit an Event Proposal through EventsNet, include a detailed budget in the proposal, or send one via e-mail to the Student Organizations' Advisor's (SOA's).
- Step 2: Make a working and realistic budget; can you afford the front charges? If you plan on reaching out to sponsors (for clothing, models, etc), you should factor this into the budget. You should typically be giving sponsors around six months notice prior to an event.
- Note that all budgets must be approved by the USC Finance department in order to move forward in the process of approval for the event.
- Step 3: Meet with a Student Organizations' Advisor (SOA)
- Step 4: Pick a venue that best suits your needs, keeping in mind the necessity of good lighting, sound, catwalk, large capacity, etc.
- Remember that you may be required to pay a deposit
 - If so, you will have to have enough money in your account to not only cover the deposit for the venue; but the whole amount (regardless if you have to pay the full amount upfront)
- Step 5: Meet with a representative from your anticipated venue to prepare a contract for your venue (See the **"What to Know When Booking a Venue" Guide**); always have a back-up venue in case the date(s) are unavailable.
- Step 6: Recruit your team; decide what help/participation you will need. Models, dancers, bands, helpers, volunteers, backstage personnel, hairstylists, dressers, make up artists, lighting crew, sound crew, DJ(s), ushers, etc.
- Step 7: Contact all entertainers – DJ, Band, etc. – and arrange for a quote or contract to be prepared
- An SOA can prepare a Provision of Services Agreement for you if no contract is provided by the entertainer
- Step 8: Contact the models; determine whether they will be volunteering. If so, have the SOA draft up a Volunteer Acknowledgement to have each volunteer/model sign. If the models are being paid, have the SOA draft up a Provisions of Service for each of them to sign
- Step 9: Contact the designers, clothing stores and clothing suppliers for the event. Work with the SOA to prepare service agreements regarding the use of and return of the clothing items, including fitting dates, etc.
- Step 10: If necessary, contact a production company who will help you the day of the event with lighting, sound, staging, etc.