

Event Planning

1) WHO, WHAT, WHERE, WHEN, WHY

The 5 most important questions to think through thoroughly:

WHO

- Who is this event for?
- Who is your target market?

WHAT

- What kind of event are you looking to organize?
- A social? A fundraiser? An information session?

WHERE

- What venue are you looking to use?
- On Campus? Off Campus?

WHEN

- Have a couple of days in mind, your venue might not be available for your number one choice
- Make sure you check out what else is happening on campus the day you pick. There will always be something happening, but keep in mind who your target market might be and if there is a similar event happening

WHY

- Are putting on the event to help attendees relax, have fun, build skills or maybe try something new? Think about the purpose of your event and why you are creating it.

2) BUDGET

- What's your budget?
- Are you looking to make money or break even?
- Will you need sponsors?

*Figuring out your event budget will allow you to determine what you can allow yourself for anything outside the necessities. Extra costs could be décor, gifts, linens etc.

3) MARKETING AND PROMOTION

- Allow your event sufficient marketing and promotion time, give yourself at least two weeks for promotion if you are looking to attract more new attendees
- Be creative
- Talk to people in Marketing
- Think of the events that you have attended

4) EVENT NEEDS

What does your event need?

- **AV?** Confirm with the venue, does it come with it or is this an extra cost?
- **Bar?** Inquire about the cost
- **Security?** Inquire about the cost and when it is needed
- **Floats?** Organize yourself to have enough bills for change

5) EVENT WRAP UP

- **Event Teardown:** The venue does not clean up the whole event, allocate tear down time in your timeline
- **Outstanding Invoices:** Invoices and expense reports should be done immediately after the event
- **Send out THANKS:** Thank those that helped with your event (email, card, phone call)
- **Feedback/ Survey:** Reach out to your guests and get their feedback to help improve the event for future years
- **Event Debrief:** Sit down with your committee and discuss what went right and what went wrong. This will also help you improve on your next event