A Guide to Planning a SUCCESSFUL EVENT

1. SELECT AN EVENT TYPE
   - Speaker - lecture or presentation by a member of your group or a guest
   - Performance - music, theater, comedy, dance, fashion show, and more
   - Workshop - interactive session with a facilitator
   - Banquet - includes presentations and typically has a meal served
   - Dance/Party - social gathering that involves a DJ and dancing

2. SELECT A DATE AND TIME
   Things to consider:
   - Check 25Live for potential event conflicts
   - Find a date where there are no religious/bank holidays or major sporting events scheduled
   - Consider audience availability (e.g. - travel time, class schedules)

3. RESERVE AN EVENT SPACE - Location Matters!
   Things to consider:
   - Anticipated number of people attending
   - Room setup (tables, chairs, risers, etc.)
   - A/V needs (projector, microphone, etc.)
   - Is food permitted in the space? Be sure to reserve a room before submitting catering orders.
   - Signage (easels, sandwich boards)

4. IDENTIFY BUDGET NEEDS
   Things to consider:
   - Speaker fee
   - Catering
   - Decorations
   - Giveaways
   - Services - A/V, police, custodial
   - Collaborating with departments and organizations

5. ADVERTISE YOUR EVENT
   Things to consider:
   - Who is your target audience?
   - What is the most effective way to share information with your audience?
   - Advertising ideas - social media, flyers, posters, daily announcement, Pioneer Life event

6. EVENT DAY COVERAGE
   Things to consider:
   - Building Manager for UC extension of hours
   - Audio Visual Technician for help with technology setups
   - Custodial Services
   - Greeter
   - Photographer/Social Media correspondent
   - Break down crew

7. EXECUTING YOUR EVENT
   Things to remember:
   - Be prepared for the unexpected - think of a "plan B" ahead of time, just in case something goes wrong
   - Try and refrain from:
     - Using glitter/confetti as decorations - it will make cleanup much easier
     - Taping or gluing to doors and walls - this is not permitted in the University Commons & prevents damage to the building
     - Suspended helium balloons are not permitted in the Student Center due to their interference with fire safety systems.
   - Be sure to:
     - Leave furnishings as you found them
     - Clean up any leftover debris

8. TIPS FOR EVENT DAY!
   Things to consider:
   - Event evaluation for attendees - in person or online
   - Check in with individuals that planned and worked the event for feedback
   - Take detailed notes and save them for future events

For more information on Event Planning:
Hospitality Services, Events & Conference Scheduling
College Hall, 3rd Floor Suite
973-720-2456 or 3243
eventscheduling@wpunj.edu

- Location Matters!
- For information on how to reserve a space using 25Live please visit https://www.wpunj.edu/roomsearching/