**Things to Consider When Planning an Event**

**Purpose of the Event**—there should be a clearly defined purpose for bringing people together and all decisions should be made with that purpose in mind.

**VIPS**--invited as guests or who will be a part of the program.

Special recognition must be made during the welcome if there are any VIPs in the audience. Special accommodations need to be made for VIPs who are speaking (preferential seating for spouse, parking, greeting and escorting to meeting area, lodging as needed, etc.)

**Type of Event--**Ceremony, reception, dinner, groundbreaking. The type of event will drive the budget.

**Programming Elements, Order and Timing**

* Welcome (should include the purpose of the event)
* Recognition of VIPs (Local dignitaries, major donors, university executives)
* Awards Presentation/Ceremony (*only those present to receive an award should be recognized from the podium. All others may be listed in the printed program*)
* Guest Speaker/Entertainment (Should be brief, appropriate and well-defined. There should be no surprises)
* Closing Remarks—There should be an obvious end to the event. This is also the opportunity for special thanks and acknowledgements as needed.
* Optional Elements
* Toasts
* Invocation
* Other

Make sure each person responsible for one of the programming elements knows the order of events and how much time they have.

**Type of Recognition/Award--**This is the most critical element. The honorees should feel genuinely acknowledged. Recognition is more than reading a list of names. The honoree should receive something. Some ideas—Pins, Certificates, Medallions, Gifts, Plaques

**Print Material**—Name tags, programs, menu cards, placards for meetings

**Furniture and Décor**—Make sure venue provides tables, chairs, linens and centerpieces or make arrangements to rent or purchase

**Rehearsal**—The person managing the event should listen to every element of the program in advance.

* Rehearsals allow for **speeches** to be tweaked and shortened as needed.
* The **actual presentation of awards** should also be rehearsed so that the left hand extends the award and the right hand is free to shake hand with the recipient. The handshake is followed by a salute in military ceremonies.
* All **multimedia presentations** should be tested on the system in the venue where the ceremony will occur. This should be done several hours before the event so any problems can be managed before the actual event.

**Event Manager**—Appoint a team leader or coordinator to manage the event and insure that the program stays on time. It is a good idea to give a copy of the program order to the venue manager.

Specific questions about any of these elements may be directed to The Office of Event Management.

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Worksheet

**Purpose of Event**

**VIPS Invited**

**Type of Event (Ceremony, Dinner, Fundraiser, Groundbreaking, etc.)**

**Programming Elements, Order and Timing**

Element Individual Responsible Time Allotted

1. Welcome
2. Acknowledge VIPs present

**Type of Recognition or Award**

**Date Ordered**

**Décor and Setup Needed**

**Print Material Needed**

**Event Coordinator**

Name

Email

Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax