

Event Overview

Event Considerations

Events are critical tools for institutional advancement. Some of the basic issues surrounding events are very straightforward: location, date, time, etc. However, events should never be ends in themselves, but rather means to our ends. For many, a special event may be the first contact with the University and may constitute the first and a lasting impression. To ensure that the event will provide tangible value and support Advancement and University goals, you may want to consider answering the following questions:

- Is an event the best/most appropriate way to achieve goals (versus, for example, a press release, or other targeted communication)?
- What are the key goals/objectives of this event? Specifically, what is the desired outcome and what do you want your guests to take away from this experience?
- What is the long-term value of the activity to the University?
- What is your event's primary message and themes? If you will have speakers, who would be appropriate (donor, legislator, administrator, faculty, student, etc.)?
- If there are multiple speakers, how will their messages be appropriately differentiated and integrated? How will this program be "choreographed"?
- How would you like your event marketed? How can we gain greater effectiveness/leverage from this event – before and after?
- Consider how your message will be communicated or reinforced through invitations, publications, advertising, emails, etc.

Event Day

The day has arrived and you are excited and well prepared. A few reminders:

- Arrive early.
- Pack timelines, phone numbers for vendors and staff, seating charts, event bag and guest lists.
- Once you arrive, check the room set-up, lighting, room temperature and restrooms.
- Meet all vendors and volunteers with a positive attitude.
- Relax and smile.
- Yes, anything can happen.
- Keep in mind that while unforeseen circumstances are out of your control, you CAN control your approach to handling the situation. Stay calm, poised and confident.



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Post Event

An event debriefing meeting should be scheduled within two weeks after each event. All those who participated in the planning process should be invited to attend. Please see the sample debriefing form to help structure your debriefing meeting. Meeting notes will provide valuable information for planning future events. ([Debriefing form link](#))