

EMPOWER

TAKE YOUR ORGANIZATION
TO THE NEXT LEVEL

START

ENHANCE

UPGRADE

EMPOWER

Event Planning

Event Planning

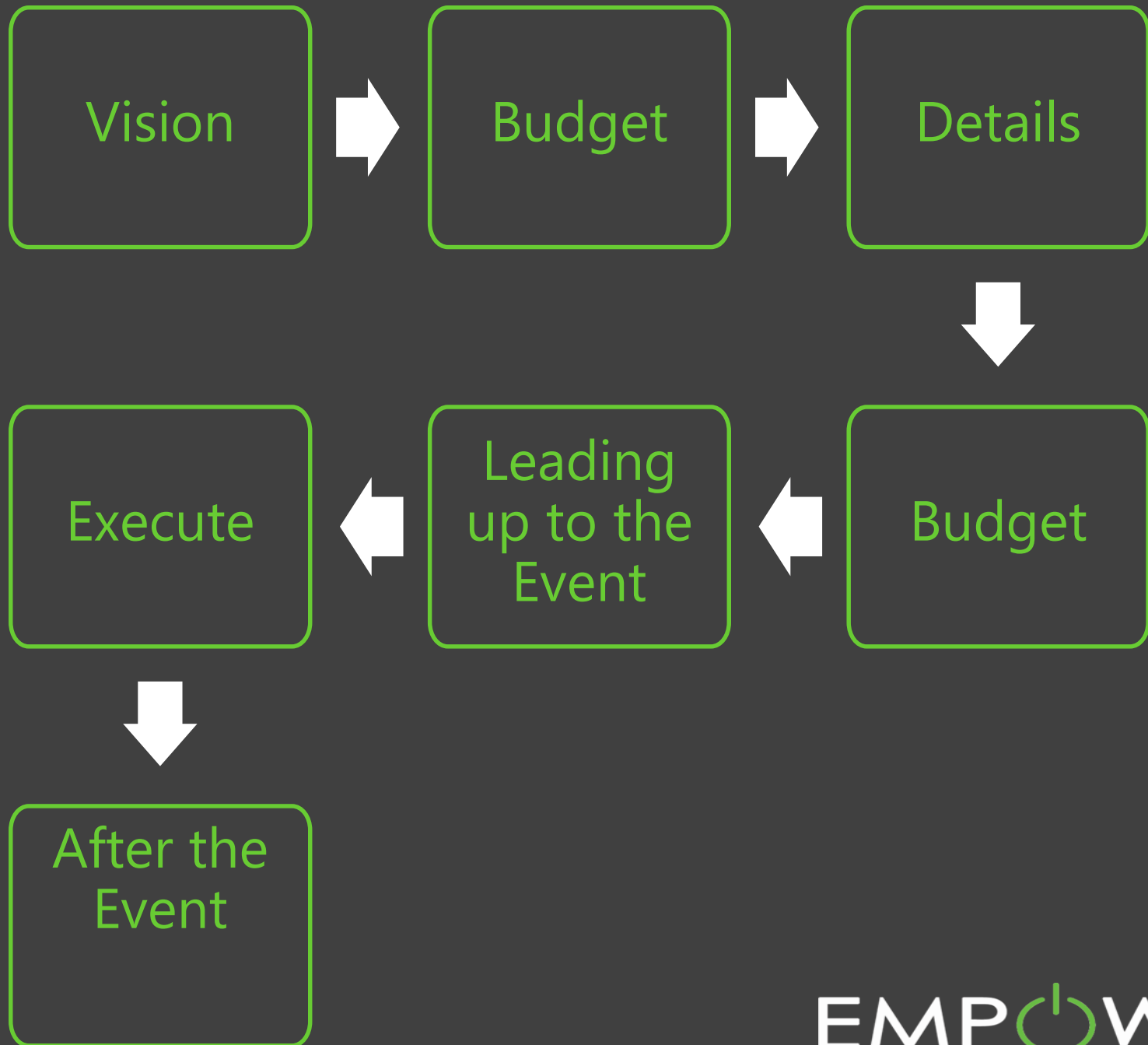
Assumptions:

- Created organization
- Established online [assets](#)
- Formed leadership team

Guiding questions for events:

- Does it align with our mission and add value?
- Who is our target population? Will they attend?
- What is the purpose?
- What are the resources available?
- How will we reach our goal?





Vision

- Mission of your organization
- Purpose of the event
- Develop a theme for the event

Budget

- What is your budget?
- What can we allocate?
- How many people, realistically, will attend?
- Create a template for budget

Details

- Name, Date, Time, Location (what will attract your target audience?)
- Check for conflicts
- [Event registration](#) *
- Create a timeline
- [Co-sponsorship](#)

Budget

- Do the logistics fit into your budget?
- What do we need to re-address?

Leading up to the event

- Vendors
- Assign responsibilities
- Strategic plan for marketing event
- Back-up plan
- Check and double check

Execute

- Detailed “day of” agenda
- Contact information of all vendors
- Who is responsible for what?

After the event

- Clean up!
- Follow up with attendees
- Thank you notes
- Officers/members evaluate event
- Create an event plan for next year
- Analyze projected vs. actual budget

Sample Event Planning Time Line

- **6-8 weeks before event**

- Discuss event with advisor
- Determine date, location, time
- Reserve space through EMS
- Create budget and solicit co-sponsorships
- Develop marketing plan
- Complete necessary paperwork

- **4-5 weeks before event**

- Identify other equipment needed
- Promote, promote, promote! (assign members)
- Order T-shirts, giveaways, or promo items
- Contact all vendors (catering, security, music, reservations, etc.)

- **2-3 weeks before**

- Begin working on “day of” schedule
- Print and distribute marketing materials
- Update event budget spreadsheet with expenditures
- Sign up for event volunteers to assist with organization (set up, clean up, greet)
- Confirm numbers with vendors (usually 4-7 days in advance)

- **Day of/Before event**

- Print *day of* schedules
- Purchase food, drinks, ice, tablecloths, etc.
- Necessary equipment/furniture requested
- Display directional signs if open to public
- Check in with all volunteers

Marketing

Marketing Gone Good!

- **Evian**



- **Dove Beauty**



Marketing Gone Bad!

- Quizno's



How does this translate into YOUR organization ??

- What are you putting on your posters?
- What are you saying in your tweets and Instagram posts?
- Are you engaging with your audience in new and interesting ways?

Scenario Activity

- Each group will have one of three scenarios.
- Read the directions, and begin.
- You will have 10 minutes!

Activity Debrief

- What did you find to be the most creative? Specifically for your organization, what have been some marketing strategies that have been helpful in the past?
- Let's say your marketing budget was cut in half, because you found out about other expenses- what elements would be the most important to keep, what could you get rid of?

Public Relations

EMPOWER

What is Public Relations?

- All relationships among people
- Everything an organization is, does, or says
- 10% Publicity & Advertising
- 90% Behavior

Who does PR Affect?

External:

- Vanderbilt Community
- Alumni or your Organization
- Faculty/Administrators/Staff
- Potential Future Members
- Other Student Organizations
- Nashville Community
(businesses, service orgs,
etc.)

Internal:

- Officers of your Organization
- Current Members
- Your Advisor

10% - Publicity & Advertising

- Tools of Public Relations
- Goal: To increase awareness of your organization and its mission
- Ask:
 - Who is our audience?
 - What's the message we want to send?
 - What response do we want?

10% - Publicity & Advertising

- Tools

Events

Print Ads

Co-Sponsorships

Letters

Flyers,
Posters,
Banners

Table Tents &
Banners

Effective
Tabling

Press Releases

Newsletters

Anchor Link

90% - Behavior

- Goals



This takes TIME and COMMITMENT!

90% - Behavior

Set PR Goals

- Determine issues facing your organization, your audience, and the image you want to develop

Create PR Agenda

- Plan for the coming year
- Be creative, yet realistic
- Focus on strategies with the largest influence on the public

90% - Behavior

Review Current
Organization Activities

- Do your current events align with your mission?

Educate Members

- Emphasize the effect of individual members behavior

Develop a Time Table

- Establish dates and deadlines

Evaluate

- On a regular basis and at the end of each school year