



Event Planning Tips

Planning an event takes more time than you might think! Careful planning for your target audience is crucial. Here are some quick tips:

Set Goals: Consider your event's purpose and goals FIRST! It's much easier to think through the various components if you keep your objectives fresh in your mind.

Choosing a Date: Avoid scheduling an event too close to other major events that would prohibit attendance by faculty, staff, students and other alumni. Check the campus events calendar on the college website for on- and off-campus events.

Venues: Unless you are completely familiar with a venue already and know the sales and management team in place, it's important to fully review a site in person. Is parking easily available? Is it appropriate for your target audience? Do you need handicap accessibility? Will they provide the supplies you need? (i.e. microphone, podium, computer, screen, coat rack and a table near the door for name tags and attendance check-in?)

Menus: It is important to ask your caterer what breakfast, lunch, dinner or reception food is popular and can still fit within your budget. Will food be passed or stationary? Is having a cash bar an option? What percent of gratuity is required? Is there a minimum amount that must be spent, regardless of the size of your event? Consider dietary restrictions and allergies.

Floor plans: Different events may require creative floor plans. Make sure the person planning your event at a location understands if the event will be a reception, educational event, dinner, how many will be attending and if there will be speakers.

Marketing and Invitations: What type of marketing will this event require? Does the event require website presence, blast e-mails, social media presence, hard copy invitations? Will you want to make additional phone calls to make sure certain people attend? How formal is your event? Your marketing should match the tone.

***Remember:** If WC is footing any part of your bill, be sure to note that the College is tax-free in Florida, Maryland, Massachusetts, New York, Rhode Island and Virginia!