

HELPFUL TIPS FOR PLANNING A SUCCESSFUL EVENT

IDENTIFY YOUR GOALS AND VISION

- ★ How many people do you want to attend?
- ★ Where will it take place?
- ★ Will this be a free or for-profit event?
- ★ How will you measure success?

BUILD YOUR TEAM

Select team members that have talents/skills you don't possess. Divide up responsibilities and communicate clear with specific timelines. Request updates and offer support and encouragement.

ESTIMATE YOUR BUDGET

- ★ Venue rental and insurance
- ★ Food and drinks (if you plan to serve alcohol, there are additional costs and requirements)
- ★ Entertainment
- ★ Decorations
- ★ Marketing and promotion
- ★ Additional staff

Keep in mind: Depending on the type of event, there is no rental charge for ISU registered student organizations, faculty or staff for the use of space for ISU functions in HMSU spaces. Yippie! Some event spaces on campus may require rental fee. Damage or special cleaning services needed after your event may require a fee. Fees will vary depending on the damage occurred.

FINALIZE THE DATE, TIME AND LOCATION WITH VENUE COORDINATOR

Depending on the size of the event, book your venue months in advance. You need to make sure your preferred venue location is available and able to accommodate you. Things to think about:

- ★ Make sure no other main events are happening the same day as yours to ensure best audience results.
- ★ What equipment set up works best for your event? Rounds, classroom, auditorium, etc.
- ★ What audiovisual equipment/support will you need? Projector, stage, mics, etc.
- ★ Is catering allowed in your preferred location?

The sooner you request a space the better!

OUTLINE A PLAN

- ★ Event theme and branding
- ★ List of supplies and vendors needed
- ★ A draft of your event's agenda
- ★ A floor plan or seating chart that shows the layout of the event
- ★ List of important contacts
- ★ Checklist of permissions or legal considerations
- ★ Timeline leading up to the event
- ★ Delegation of any assignments or responsibilities



SOURCE YOUR VENDORS

Create a shortlist of vendors (Sodexo catering, entertainment, etc.) you would like to consider for your event. Take time to meet with each one to communicate your needs and expectations and learn how they operate. Keep your budget in mind as you negotiate contracts and payment terms.



CATERING

Sodexo catering is the only caterer allowed to serve food on ISU's campus. You will need to order catering by calling Sodexo at 812-237-7618. Be ready to give them event details along with your budget and menu ideas. Sodexo is ISU's contracted caterer. You cannot bring any outside food into reservable meeting and indoor event spaces.



PROMOTE YOUR EVENT

- ★ Social media ads, invites, and announcements
- ★ Email blasts
- ★ Flyers
- ★ Print ads
- ★ Media coverage

Promotions strategies will depend whether your event is public or private, don't leave promotion to the last minute. For larger events, the earlier the better. You need time to reach enough people so your attendance numbers are on track.



FINALIZE DETAILS

- ★ The week of the event you need to finalize details and verify that everything is on track.
- ★ Check in with vendors to make sure they are ready and have all the information they need (including final attendee headcounts).
- ★ Confirm your set-up plans and timeline with the venue.
- ★ Schedule to test any equipment (like software or A/V) you will be using.
- ★ Prepare a final itinerary and checklist for your team and all parties involved.
- ★ Tie up any loose ends.



YOU GOT THIS!

While you may still encounter some hiccups in your plan, careful preparation can help you avoid most surprises and ensure everyone has a positive experience.