EMPOWER
TAKE YOUR ORGANIZATION TO THE NEXT LEVEL
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 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
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

To attempt to influence opinions/attitudes about your organization
To establish a positive image of your organization over a long period of time

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