FALL 2020

EVENT PLANNING 101
START WITH WHY
1 GOALS & OBJECTIVES

What is the purpose of the event?
Who are we trying to impact?
What kind of impact do we want to make?
2. SET A DATE
FIND A SPACE
Make sure that you have reserved space with Student & Family Engagement
ASSEMBLE YOUR TEAM

Who all do you want to assist in planning the event? How can you delegate tasks to make the event more manageable? Can you collaborate with others?
4 MASTERCPlan & ACTION STEPS
WHAT IS THE BUDGET?
6 TELL PEOPLE ABOUT IT
HOW WILL YOU KNOW IF IT WAS A SUCCESS?
ADVERTISING 101

Posters
Digital Displays
Email
Social Media
Class Announcements
Word of Mouth
WORK WITH YOUR ADVISOR
STUDENT & FAMILY ENGAGEMENT IS HERE TO HELP
THANK YOU