EVENT-PLANNING STRATEGIC QUESTIONS
Please review the questions below and discuss with your team to ensure your event will provide tangible value and support your department’s goals.

GOALS AND OBJECTIVES
The overarching goal of event planning is to create an environment to deliver a message. Beyond that, the type of messaging drives goals and strategies for the event:

Who is the target audience?

What are the key goals and objectives of this event?

What are the desired outcomes? What do you want your guests to take away from this experience?

How will you gauge the effectiveness of your event?

PLANNING & PRODUCTION
What department is paying for the event (speedtype)?

What is the budgeted amount?

What is your event’s primary message and theme?
• If you will have speakers, who would be appropriate (administrator, faculty, student, alumnus, etc.)?

Number of anticipated attendees

Time of year (academic calendar vs. summer)

Venue (size, type/style of venue)

Required event support
• Catering needs
  • Served/plated or buffet?
  • Reception, breakfast, lunch, dinner?

• Décor/lighting/floral needs:

• Parking needs:

• Audiovisual needs:
COMMUNICATIONS & MARKETING

How will your message be communicated or reinforced?

• Save the Date (to arrive ideally 10-12 weeks before event)
  
  Email OR print

  Email = Allow 18-20 weeks lead time (2 weeks design/production/iModules scheduling)
  Print = Allow 19-21 weeks lead time if mailing (2 weeks design/production + 1 week mailing)

• Invitation (to arrive ideally 6 weeks before event)
  
  Email OR print

  Email = Allow 8 weeks lead time (2 weeks design/production/iModules scheduling)
  Print = Allow 9 weeks lead time if mailing (2 weeks design/production + 1 week mailing)

• Follow-up
  
  Email OR phone call

• What email or mailing list will you use to reach guests?

EVENT EXECUTION

Who will host the event?

Who will staff the event?