



HOW TO PLAN YOUR EVENT PROGRAM

I. The 5 Ws

- **Why?** Determine the objective for your meeting or event. Create SMART (Specific, Measurable, Attainable, Relevant, Time-based) goals to describe the desired outcome.
- **Who?** Consider who is hosting, who the target audience is, and who will benefit from the event.
- **What?** Be creative about the type of event but also make sure that it is the best way to achieve your desired outcomes. Be practical about what can be reasonably implemented and take into consideration logistics, liability, and security.
- **When?** Consider the appropriate date and time for the event host and audience. Check if there are any other competing events taking place on and off campus. Make sure there aren't any University or National holidays taking place that could impact event attendance.
- **Where?** Select the best venue to suit your event needs. Consider your event layout and estimated attendance. It may be beneficial to do a walk-through of the venue during the planning process.

II. How to implement the event program

An event has 4 major components. As the event planner, consider the following:

- Event program (The actual agenda for the event)
- Event logistics (The room set-ups, AV needs, food and beverage, etc.)
- Event budget
- Event marketing

For large-scale events, a committee member could be in charge of each component and, if necessary, sub-committees could be formed.

III. Helpful suggestions

- Create a task-list: Develop an organized, well-thought out list of everything to be done for the event and assign members to the tasks. This will keep everyone accountable and on-track.
- Create a timeline: Develop a list of deadlines for the tasks on your task-list.