TO-DO LIST FOR ORGANISING EVENTS WORLDWIDE
2016 Edition

1) Outline the **concept note** of the event and the **budget** in the application form. Keep in mind that the event should comply with the **Guidelines** for funding events. For your reference, you find a sample of a successful application (including concept note and budget) here ("Sample Application Form"). Think in particular about the **target** that you want the event to be addressed to (prospective students, alumni, universities' representatives).

2) **Contact the respective EMA country representative** - a list of EMA country rep can be found here on EMA website. Put in cc cms-worldwide-activities@esaa-eu.org, and possibly also EMA hierarchy (EMA chapters/regional coordinator, or EMA president).

3) **Contact the EU Delegation** and inform them about the event (this could also be done BEFORE planning the event, just to check if the EU delegation has already some fairs/events planned so that you can combine your event with theirs and save some work). If your Country does not have a contact with EU delegations yet (if there is none in the list) then you should establish contacts. You can either ask the EMA country rep to pass you their contact (they normally have) or you can ask directly to the European Commission (ask cms-worldwide-activities@esaa-eu.org) to put you in contact with the relevant EC person)

4) **Find a venue** to host the event. Normally EU delegations or universities can give a venue for free. Universities can be contacted directly (if you have studied there or if you have friends who have studied there), or again you can ask the EMA representative to give you some of his/her contacts.

5) **Prepare the logistics**: plan and book flights/hotels for speakers, participants and organisers, if required.

6) **Prepare the material** (agenda, PPT presentation - samples can be found in this folder) and think well if you need something (gadgets, flag, banner, promotional material) to be shipped from the service provider) or think where you can print the material on the spot (normally it is cheaper and costs will be reimbursed)

7) **Promote the event:** promote the event before it happens by contacting communication team in advance - promotion channels can be different according to the target but you should definitely make use of ESAA Facebook page, website page, twitter to inform the interested audience. Creating a FB event is a good idea too. If you are addressing prospective students, ask the universities for help (they may have student mailing lists or publish the event on their university website/intranet.)

8) During the event: **take pictures and notes**. You can also post on Fb and twitter in order to increase the visibility of the event.

9) After the event; write a **news item** and send it, together with 3-4 of the nicer pictures to the Communications team (communications@esaa-eu.org), the Evaluation Committee (cms-worldwide-activities@esaa-eu.org) and the Service provider (service@esaa-eu.org) to have it published on the social media channels. Like and share! :)