

A Guide to Planning a SUCCESSFUL EVENT

1

WHAT KIND OF
EVENT ARE YOU
HAVING?

SELECT AN EVENT TYPE

- Speaker - lecture or presentation by a member of your group or a guest
- Performance - music, theater, comedy, dance, fashion show, and more
- Workshop - interactive session with a facilitator
- Banquet - includes presentations and typically has a meal served
- Dance/Party - social gathering that involves a DJ and dancing

Contact Event Scheduling at EventScheduling@wpunj.edu for assistance with planning your event!

2

WHEN IS YOUR
EVENT
HAPPENING?

SELECT A DATE AND TIME

Things to consider:

- Check 25Live for potential event conflicts
- Find a date where there are no religious/bank holidays or major sporting events scheduled.
- Consider audience availability (e.g. - travel time, class schedules)

3

WHERE IS YOUR
EVENT TAKING
PLACE?

RESERVE AN EVENT SPACE - Location Matters!

Things to consider:

- Anticipated number of people attending
- Room setup (tables, chairs, risers, etc.)
- A/V needs (projector, microphone, etc.)
- Is food permitted in the space? **Be sure to reserve a room before submitting catering orders.**
- Signage (easels, sandwich boards)

For information on how to reserve a space using 25Live please visit <https://www.wpunj.edu/eventspace/>

4

WHAT WILL YOU
NEED TO SPEND
MONEY ON?

IDENTIFY BUDGET NEEDS

Things to consider:

- Speaker fee
- Catering
- Decorations
- Giveaways
- Services - A/V, police, custodial
- Collaborating with departments and organizations

5

LET PEOPLE
KNOW YOUR
EVENT IS
HAPPENING!

ADVERTISE YOUR EVENT

Things to consider:

- Who is your target audience?
- What is the most effective way to share information with your audience?
- Advertising ideas - social media, flyers, posters, daily announcement, Pioneer Life event

6

WHO IS
WORKING YOUR
EVENT?

EVENT DAY COVERAGE

Things to consider:

- Building Manager for UC extension of hours*
- Audio Visual Technician for help with technology setups
- Custodial Services**
- Greeter
- Photographer/Social Media correspondent
- Break down crew

*15 days advanced notice is required for UC extension of hours. **7 days notice is required for Custodial Services overtime.

7

TIPS FOR EVENT
DAY!

EXECUTING YOUR EVENT

Things to remember:

- Be prepared for the unexpected - think of a "plan B" ahead of time, just in case something goes wrong
- Try and refrain from:
 - Using glitter/confetti as decorations - it will make cleanup much easier
 - Taping or gluing to doors and walls - this is not permitted in the University Commons & prevents damage to the building
 - Suspended helium balloons are not permitted in the Student Center due to their interference with fire safety systems.
- Be sure to:
 - Leave furnishings as you found them
 - Clean up any leftover debris

8

WHAT WENT
WELL AND WHAT
CAN BE DONE
BETTER?

EVENT EVALUATION

Things to consider:

- Event evaluation for attendees - in person or online
- Check in with individuals that planned and worked the event for feedback
- Take detailed notes and save them for future events

For more information
on Event Planning:

Hospitality Services,
Events & Conference Scheduling
College Hall, 3rd Floor Suite
973-720-(2456 or 3243)
eventscheduling@wpunj.edu