EVENT PLANNING GUIDE

Steps for a successful event

8-WEEK PLANNING CHECKLIST

8-WEEKS PRIOR

• SET A DATE

Contact...

For all events—Events Office, scheduler@vancouver.wsu.edu, 360-546-9588
And if it’s a recruitment event—Kim Hiatt, associate director of admissions, hiattk@wsu.edu, 360-546-9573

Schedule a space...

Complete the Event Space Request Form found at admin.vancouver.wsu.edu/facilities-operations/events-office

• ESTABLISH A BUDGET

Costs to consider...

- ADA interpreters
- Advertising
- Catering, linens and tables
- Decorations and draping
- Event package and ala carte items (additional equipment and service support)
- Parking
- Printing and mailing
- Speaker fees
- Other (awards, presentation materials, travel, etc.)

• ESTABLISH A PROMOTION PLAN

Ways to get the word out...

- Advertising—requires budget
- Campus A-frames (OSI)
- Campus bulletin boards
- Electronic reader boards
- Email invitations
- Events calendar
- Flyers/posters—requires budget
- Press release
- Printed invitations—requires budget
- Social media
- CONTACT MARKETING AND COMMUNICATIONS AT 360-546-9599 TO LEARN ABOUT SERVICES OFFERED
  Develop basic event copy to share with Marketing and Communications. Include who, what, where, when and why. Be specific—use building name and room number. Include RSVP information, contact number and/or email address, photos (speaker, book cover, etc.) and parking information.

- DETERMINE YOUR GUEST LIST
  Current students, prospective students, alumni, businesses, high school contacts, community college contacts, community members...

7-WEEKS PRIOR

- PURCHASE PARKING PASSES
  In most cases, attendees or the sponsoring department pay for parking. To make a parking waiver request, contact the Office of the Chancellor at holly.clarke@wsu.edu prior to completing the Parking Request Form, admin.vancouver.wsu.edu/content/good-host-program-guest-event-parking-request-form.

- REQUEST GUEST CONTACT LISTS
  For prospective and applied students’ addresses, contact the Student Affairs information systems coordinator at 360-546-9458. For alumni addresses, contact Development and Alumni Relations at 360-546-9600.

- SUBMIT AV REQUEST FORM
  evita.vancouver.wsu.edu/

- SUBMIT CATERING FORMS
  Submit the Catering Order Form and, if the event is state-funded, the Request to Serve Food form. Both are found on the Dining and Catering Services webpage, admin.vancouver.wsu.edu/finance-and-operations/dining-and-catering-services. Off-site caterers must have a copy of their Clark County health permit filed with the Events Office one week prior to the event.

6-WEEKS PRIOR

- DEVELOP EVENT FLOW, PRESENTATIONS, INTRODUCTIONS, ETC.
  Be inclusive of different learning needs/styles (visual, audio, hands-on, handouts, group discussion, interactive, etc.)

- PLAN SPACE SETUP AND DECORATIONS
  Consult with the Event Coordinator on setup options and space needs.

5-WEEKS PRIOR

- SEND INVITATIONS BY MAIL
  Continue to work with Student Affairs for recruitment events, or Marketing and Communications for non-student club/public events.

4-WEEKS PRIOR

- SEND EMAIL INVITATIONS
  Do not use Outlook! You could be labelled a spammer and get WSU Vancouver blacklisted from email providers. To email information appropriately, work with Student Affairs for recruitment events, or Marketing and Communications for non-student club/public events.

3-WEEKS PRIOR

- RESEND EMAIL INVITATIONS
- Approve press release copy (public events)

2-WEEKS PRIOR

- RESEND EMAIL INVITATIONS
- FINALIZE PRESENTATION, PROGRAM AND ROOM LAYOUT
  Confirm room layout with Event Coordinator.

- CREATE EVENT MATERIALS
  Sign-in sheets, parking/directional signs, evaluation forms, etc.

1-WEEK PRIOR

- CONFIRM ALL OF YOUR PLANS
  Double check room reservation, catering, parking, AV support; check in with speaker.

DAY OF EVENT—JUST DO IT!

AFTER-EVENT PLANNING

- POST-EVENT ANALYSIS
  Meet with the event committee to determine what went well and what needs improvement.

TIPS

Thinking about renaming your event? It’s a good idea if the title is confusing, but if you’re renaming an established event to do something “new”— think again. You’ll lose any recognition your event has generated.

Don’t go it alone! Join forces with the Office of Admissions to create a robust recruitment event. The Admissions team is trained to provide financial-aid and scholarship information as well as answer prospective-student questions.

MAKE YOUR EVENT WELCOMING

- Include people of diverse backgrounds on your event-planning committee.
- Before selecting the date of your event, consult an interfaith calendar, such as timeanddate.com/holidays/us/; and research campus/community events for conflicts at events.vancouver.wsu.edu. If serving food, consider the dietary limitations of your attendees (kosher, halal, vegetarian, vegan, gluten-free, periods of fasting, etc.).
• Have a plan to provide disability accommodations and language interpretation, if necessary. Be aware of how this will impact AV services.

• Build potential costs into your budget. For accommodations and services information, visit studentaffairs.vancouver.wsu.edu/access-center.

• Consider whether the content of your event is relevant to people of diverse backgrounds (race, ethnicity, socioeconomic status, immigration status, gender, age, etc.) and include speakers that represent a variety of diverse backgrounds.

• Consider using a variety of presentation techniques to be inclusive of different learning needs/styles (visual, audio, hands-on, handouts, group discussion, interactive, etc.).

CLASSROOM ETIQUETTE

Classroom space is shared by many; complying with these rules is appreciated by all.

• Leave the space at the end of your scheduled period. Rooms are scheduled with short intervals (5 to 10 minutes) between users, and your delay in leaving the space will delay the next group’s start time.

• Don’t assume an empty classroom is available. Not all classes start and stop at the same time—we share space with a variety of users who operate on different schedules.

• Put tables and chairs back to their original setup. If you rearrange furniture, return tables and chairs to the setup shown on the diagram next to the door. Also, be careful not to block exits with tables and/or chairs to allow free egress during an emergency.

• Food and drink are allowed in all classrooms except for Dengerink Administration Building, Room 110 and the computer labs. Please call 360-546-9000 if a spill occurs or if you plan to hold a party—extra trash cans will be provided.

• Please remove all materials at the end of your scheduled period. This includes information on white/bulletin (tack) boards. These rooms are used by many, so space taken up on the boards is space others can’t use.

CONFERENCE ROOMS

WSU Vancouver conference rooms are scheduled by various departments. For questions or to reserve space, check the Conference Room list found at http://admin.vancouver.wsu.edu/facilities-operations/events-office. Please note that some of these rooms are not available for general use or have priority use. Refer to the Scheduling Assistant in Outlook for availability.

BULLETIN BOARDS POLICY AND USE GUIDELINES

CAMPUS-USE BULLETIN BOARDS

All materials need to be clearly identified as being WSU-related, including partnerships with WSU programs and departments.

All materials will be screened routinely for timeliness and appropriateness and will be removed at the end of each term.

Campus-use bulletin board locations:

Classroom Building (VCLS)
• Outside Room 150
• Outside Room 130

Library Building (VLIB)
• First floor foyer near elevator
• Second floor, top of stairs (shares with the Writing Lab)

Engineering and Computer Science Building (VECS)
• Outside Room 120
• Outside Room 221

Multimedia Classroom Building (VMMC)
• Ground floor (23A) stairwell area
• Ground floor (NE student lounge area)
• First floor, north entrance
• Second floor, top of south stairwell area

Science and Engineering Building (VSCI)
• Outside Room 104
• Outside Room 118 in stairwell
• Outside Room 204
• Inside student lounge, Room 200A

Undergraduate Building (VUB)
• Outside Room 100
• Across from Room 211B

GENERAL-USE BULLETIN BOARDS

For public use in accordance with Washington Administrative Codes.

Outside locations:
Classroom, Library and Dengerink Administration buildings

Inside location:
Dengerink Administration Building near cafeteria

NOTES