

# EVENT PLANNING

101

Planning Successful Events at CSU

# STRESS FREE PLANNING AHEAD!

- Check Availability of Event Space
- Properly Complete and Submit Your Event Request Through the University Event Scheduling system
- Receive Confirmation Email from Conference Services
- Contact Conference Services to Plan the Event Details
- Contact Your Audience
- Know Your Budget Limitations

# DECIDE IN ADVANCE

- WHO is the target audience?
- WHAT are your goals and objectives?
- WHERE is the best location?
- HOW do you plan to market the event?
- CAN you collaborate with another University Department?
- WHAT is your budget?

# SUPPORT DEPARTMENTS AFFECTED BY YOUR EVENT



# CANCELLATION OR CHANGES

## **\*REMEMBER\***

**There are  
University labor  
costs supporting  
your event!**

- **Cancel or Change Event  
in a Timely Manner**
- **Other University  
Programs Could Use the  
Valuable Space You Don't  
Need!!**

***ATTENTION!***  
***SPECIAL EVENTS = SPECIAL PLANNING***

- Political Attendees
- Alcohol
- Ground Breaking / Ribbon Cutting / Dedications
- Regional, National & International Conferences
- Press Conferences / Local Media

# A FEW LITTLE TIPS

- Use the “Event Planning Checklist”  
<http://www.csuohio.edu/services/conferenceservices/eventplanning/checklist.pdf>
- Know Your Budget in Advance
- Vary Your Presentation. The Average Person has a Twenty Minute Attention Span
- Create Effective Signage for Visitors Way-Finding
- Successful Events are Critical to CSU’s Advancement, Providing Tangible Value to Our Campus. Let’s Do Them Well!

*Conference Services wishes to cultivate academic partnerships by having successful programs, seminars and conferences that positively support and enhance the economic activity of both Cleveland State University and the local community. Conference Services directly supports the University and seeks to stimulate community partnerships that expand the reputation of Cleveland State on a regional level to become a means for broader institutional development.*

## CONFERENCE SERVICES OUR MISSION