

Event Planning

XCEL Points

For Leadership Success

Campus Center and Student Activities Department

Event Planning

Hosting an event is a great way to get your organization noticed and involved in campus life. By hosting an event, an organization opens up the opportunity for people on campus to know more about the organization and members, while also allowing the members an opportunity to work together.

Brainstorm

If your organization is interested in planning a new event and motivated to put in the effort, your first step should be brainstorming! This is a time for everyone to think about the events that they have attended both on and off campus and what they would like to see take place on the WPI campus. List all the ideas that the group comes up with and discuss them as a group and evaluate the feasibility of each idea.

Evaluate the Feasibility

Before an organization commits to a new event, they should have:

1. A good estimate of the amount of work that will go into making the event successful
2. A room that is adequate to host the event
3. The funds to cover all event costs
4. Members that are willing to help plan the event and be at the event to help

What Else?

Now that you have the basics covered, there are a few additional things that you can think about when planning an event?

- Advertising—it is very important to think about how you are going to market your event. You will have spent a lot of time planning the event, so make sure people know about it!
- Do you want to provide anything additional at this event such as food?
- Do you need to order or buy anything in advance such as give-a-ways, decorations, etc?
- Is there paperwork that you have to do for this event? It is best to do paperwork as soon as possible to ensure that you have everything that you need on time!

