Top Ten Tips for Planning an Event...
Find a space for your event BEFORE you settle on and publicize the date.

Many people begin their planning around a specific date, only to find that there is no availability on-campus or at other venues they are searching.
Define the goals you’d like to achieve through the event and be sure that all steps you take lead to the end result.
Send the message effectively.

The invitation is the first component of the event that people will see. It should inform invitees of the specific details—who, what, where, when, why, and how (be sure to include street addresses, parking information, and suggested attire).

The look of the invitation should also give attendees a hint of what is to come, whether it be a particular theme or color scheme.
**Work smarter, not harder.**

Keep and track all guest information organized on one Excel spreadsheet - *(incl. full name, address, RSVP status, guest names, dietary restrictions, etc.)*

Prior to the event, you can use that spreadsheet to create everything from name badges, to place cards, tent cards and thank you letters. Avoid having to re-type the same information for each project!
Pay attention to the smallest details

Be observant of religion – don’t plan your event on the same day as a religious holiday and be sensitive to dietary restrictions. Prepare for accessibility issues.
Always have a back-up plan for everything, especially being able to communicate quickly with your invited guests in case something goes really wrong.

If it’s going to rain, consider a tent, or have extra umbrellas on-hand if guests are walking from one point to the next.
Have an “Event Emergency Kit” with you at all times.

Your guests will likely come to you first with any emergency issues. Items you should include are bandages, Advil, Benadryl, stain remover wipes, Windex (for taking fingerprints off windows), a small sewing kit, double-sided tape, scissors and safety pins.
Follow-up is KEY.

Stay in communication with your guests throughout the process. Call them 2-3 days prior to the event to confirm their attendance. After the event, send a note or letter thanking them for coming. Bonus points if you can include a picture of them at the event!
Be Tech-Saavy, even if you aren’t really.

Will you need microphones, projectors, speakers, video cameras, etc.? Make a list of equipment needs and plan to hire a professional AV tech to set up all equipment. Ask them to be on hand during the event to fix any technical glitches that may come up.
Stay within your budget
(or even come in lower!)

Don’t be afraid to negotiate prices or get additional quotes from other caterers, décor companies, florists etc. Competition means savings!
For more event planning tips and tools, visit www.neu.edu/events