SET A GAME PLAN
- Set event objectives and goals. Ask yourself:
  - What am I trying to accomplish? Be specific.
  - Define your audience. Who are they?
  - What benefits will event attendees be receiving?
  - How will you brand this event? What opportunities are there? Is there a theme?
  - Who are your stakeholders? Who else needs to be involved.
- Establish an event committee and assign point persons. Determine who is responsible for what.
- Outline a timeline for deliverables, set measurements for the event and keep track of progress.

NAIL DOWN THE DETAILS
- Determine a date, time and location
  - Check the University calendar for holidays or other potential conflicts (days off, other events).
  - Will there be any local events/trends that may affect the date and time of your event?
  - Check the availability of president, provost and other key dignitaries.
- Book a location and get confirmation, contract and insurance, if needed.

BUDGET
- Set a budget
- Determine event costs, resources/funding and get approvals.
- Request quotes and select vendors.
- Get your purchase orders created.

PROMOTE YOUR EVENT
- Contact Marketing & Communications at least eight weeks prior to the event and discuss plans.
  - Will your event require invites? Contact Marketing & Communications at least 10 weeks prior to the event. (Invites take 4-5 weeks to get designed, approved and produced. In addition, invites are normally mailed 4-6 weeks prior to an event.)
- Consider all forms of communication: print, social media, digital media and/or email.
- Outline a communication timeline
- Post an event and news story on the university website.
- Order swag/merchandise/giveaways to promote your event. Keep in mind design and production timelines for promotional product.
- If applicable, collect, contact information needed for mailing lists.

POST-EVENT OPPORTUNITIES
- Prepare and send thank you email and/or gifts. Best practice is to do this within 24-48 hours.
- Create an online event photo gallery and post this on social media. Best practice is to do this within a week after the event.
- Add attendees to next year’s mailing list and consider future event communications to keep your audience informed.
- Report back to your stakeholders on the event’s outcomes and achievements.
- Process any unfinished financial paperwork.

QUESTIONS? CONTACT US
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