

Event Planning 101



Planning

Successful Events

at CSU



Stress Free Programs Plan Ahead!

- **Check Availability of event space @ www.csuohio.edu/events**
- **Properly complete a Facilities Reservation Form**
- **Receive Confirmation Notice**
- **Contact Conference Services to Plan the Event Details: **216-687-2227****
- **Contact Your Audience**
- **Know Your Budget Limitations**



Decide In Advance

Who is the target audience?

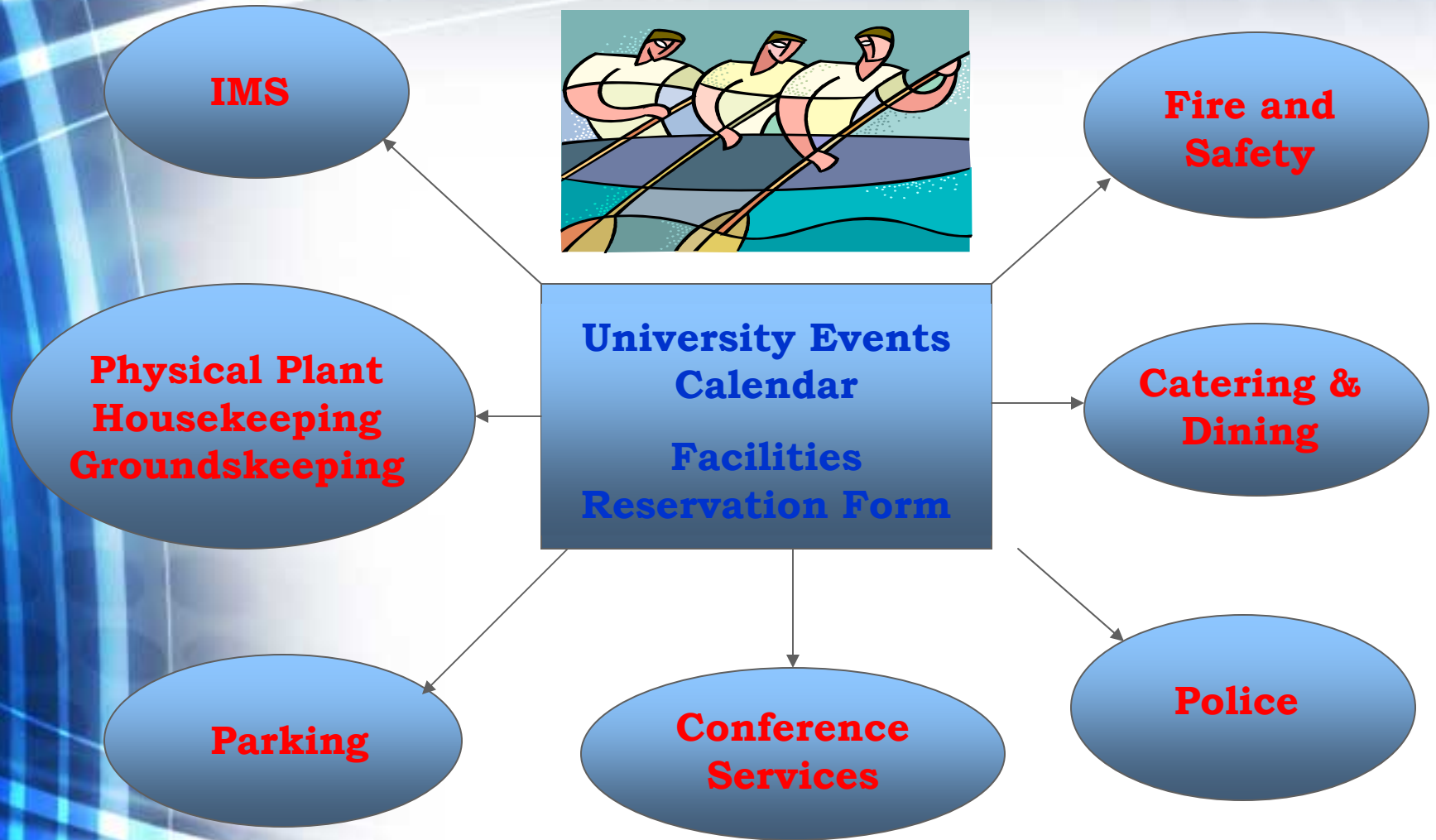
What are your goals and objectives?

Where is the best location?

**Can you collaborate with another
University Department?**

**How do you plan to market the
event?**

Support Departments Affected by Your Event





ATTENTION!

Special Events = Special Planning



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





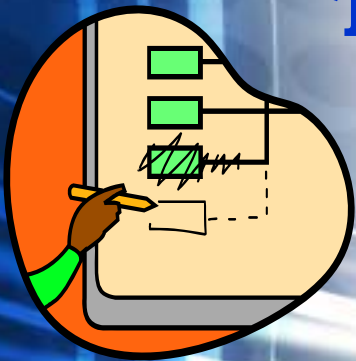
Schedule
Change

Cancellation or Changes

- **Cancel or change event in a timely manner.**
- **Other University programs could use the valuable space you don't need!**

***** Remember *****

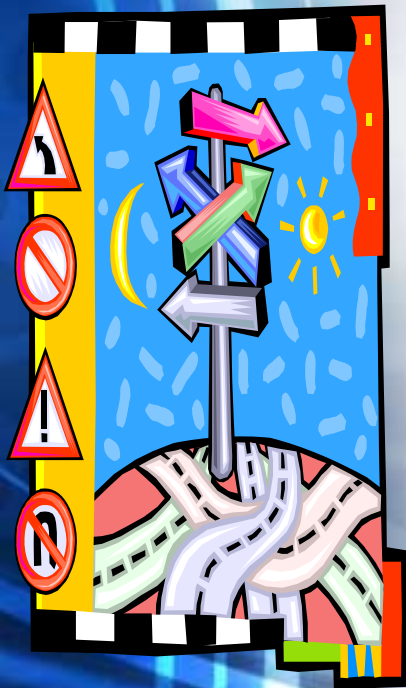
There are University labor costs supporting your event!





A Few Little Tips

- Use the “Event Planning Checklist” www.conferenceservices/checklist
- 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

Our Mission

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.

