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## About me

- Organizer since childhood; planned my first event in high school
- Event planning intern in college at UNC-Chapel Hill
- Volunteer event planner for over 15 years for a non-profit collegiate organization
- Professional event planner for the last 12 years in the corporate world
- Currently the Trade Show & Events Manager for an insurance company

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## House-keeping

- Cameras on, please
- Participation is key!
- Feel free to ask questions
- Try to stay on track since we only have 45 minutes
- A QR code with the PPT deck will be available at the end of this presentation



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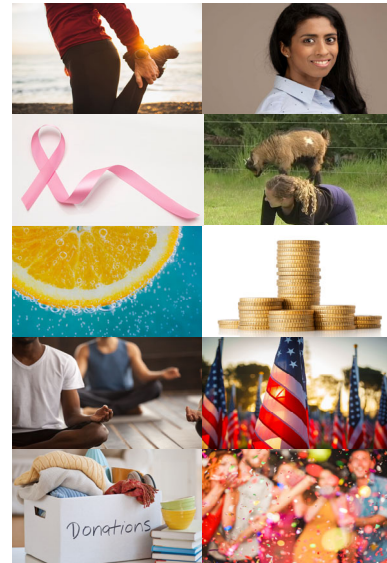
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# What types of events does your organization host?

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## What types of events does your organization host?

1. Athletic / Skill
2. Career Advancement
3. Educational & Awareness
4. Experiential
5. Food & Drink
6. Fundraisers
7. Health & Wellness
8. Political & Religious
9. Service projects
10. Social



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## Planning Events

1. Why are you organizing this event?
2. What are your goals for hosting this event? Will it be co-hosted?
3. Who is your target audience?
4. What kind of event can provide value to your target audience?
5. Why would your target audience want to participate in this event?



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## Planning Service Projects

1. Identify an area of concern.
2. Conduct a community needs survey.
3. Decide what kind of service project you want to do.
4. Why should this project be held?
5. What's in it for the intended recipient?



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## Planning Fundraisers

1. What do you want/need to raise money for?
2. Why should this project be held?
3. How much money do you want to raise?
4. What kind of fundraiser do you want to hold? Will it be co-hosted?
5. Why would your target audience want to participate in this event?



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## Planning & Marketing Great Events

### 6. When do you want to hold it?

- Month
- Day
- Year
- Day of Week
- Start Time (am/pm)
- End Time (am/pm)
- Back-up (Rain) Date



### 7. Where do you want to hold it?

- On-campus
- Off-campus
- Is it ADA accessible?



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## Planning & Marketing Great Events

### 8. SWOT Analysis

- **Strengths**  
(what have we got going for us?)
- **Weaknesses**  
(what is going against us?)
- **Opportunities**  
(what can we take advantage of?)
- **Threats**  
(what is out of our control?)



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## Planning & Marketing Great Events

### 9. Budget

- Income (registration fees, donations, sponsorships, advertising)
- Expenses (administrative, design, printing, postage, advertising, signage, F&B, volunteers)
- Are you allowed to make a profit?
- Plan for the unexpected
- Does your campus have event insurance?



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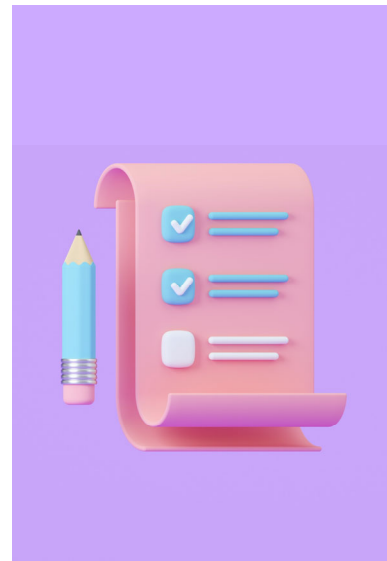
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## Planning & Marketing Great Events

### 10. Timeline

(date, task, responsible)

- Kick-off meeting
- Recruitment
- Volunteer assignments and duties
- Project requirements
- Sponsorships
- Promotional efforts
- Post-event surveys
- Volunteer thank you
- Post-event report



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## Planning & Marketing Great Events

### 11. Who's going to help you?

- The **Volunteer Coordinator** is responsible for recruiting additional volunteers for the project.
- The **Public Relations Chair** is responsible for promoting this project to the public as warranted. S/he writes a press release and distributes to the appropriate media.
- The **Sponsorship Coordinator** spearheads efforts to obtain sponsorships and donations for the project.



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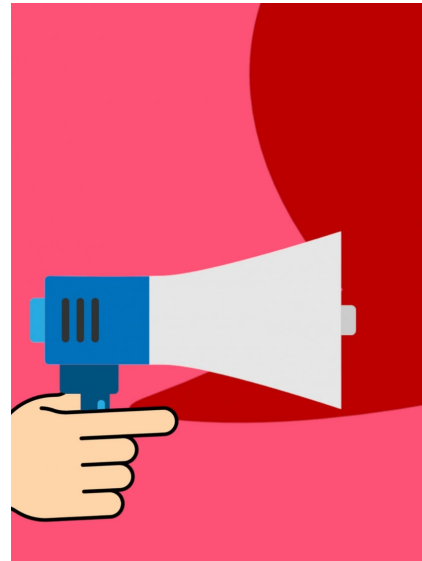
## How do you market events on your campus?

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## Planning & Marketing Great Events

### 12. Marketing your event:

- Chalking
- Community bulletin boards (physical & digital)
- Email blasts
- Event Calendars
- Newspaper & Radio
- Postcards & Fliers
- Posters
- Social Media (FB, IG, Tik-Tok, etc.)
- T-shirts
- Video
- Word-of-mouth

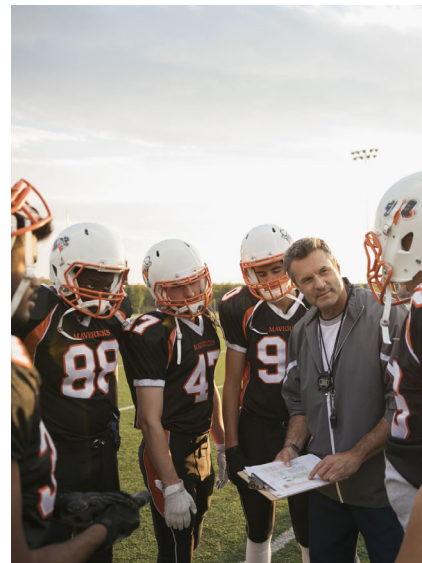


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## Planning & Marketing Great Events

### 13. Conduct the event in a safe and professional manner.



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## Planning & Marketing Great Events

### 14. Host a debriefing session immediately following the project.

- What did we do well?
- What could we have done better?
- What made you stop and go "wow"?
- What suggestions for improvement do you have?
- Should we do this again next year?



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## Planning & Marketing Great Events

### 15. Thank your event volunteers.

- Certificates
- Gifts
- Hand-written notes
- In-person
- Paper-plate awards
- Photos
- Public acknowledgement
- Use your imagination!

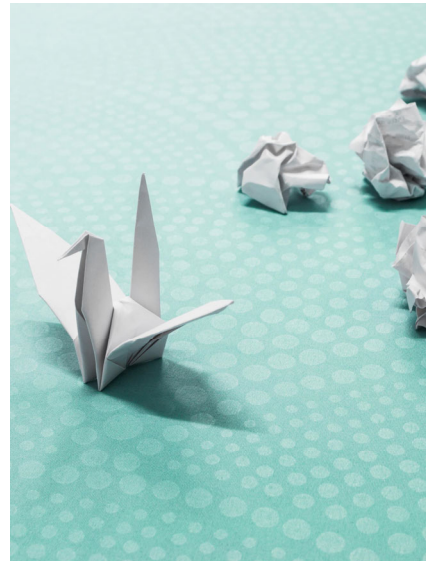


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## Planning & Marketing Great Events

16. Did you succeed in meeting your goals?
17. How would you improve this project for the future?
18. Document the details for future reference.



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# Thank You!

Dia Stokes Kelly, DES  
Trade Show & Events Manager

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