

PLANNING LOGISTICS FOR YOUR EVENT

Once you have established a committee and secured funding, the next step is to select a date and time for the event. The most important consideration when choosing a date and time is determining *when it will be most feasible to draw and build a crowd*.

Consider the following tips:

- Try to obtain a general or master calendar of events from the student government and/or the student affairs or deans' office to ensure that you do not select a time or date that conflict with other large or important events on campus.
- Choose a time when students are least likely to be in classes or attending other activities. For example, Tuesdays, Wednesdays, and Thursdays tend to be better days to host an event than Mondays and Fridays. Oftentimes, fewer students attend classes on Fridays, and it may be difficult to reach students over the weekend to remind them about an event scheduled for a Monday afternoon or evening.
- If you are scheduling your event around a speaker, you may have to be more flexible in choosing dates and times, as you will be working around his or her schedule.

Room Reservations:

- Select and reserve a room in a central location that is near public transportation and is accessible to people with disabilities.
- Try to stay away from large open areas with lots of foot traffic, such as the lobby of your student union. The distractions will take away from your presentation.

AV Equipment:

You will probably have to reserve audio-visual (AV) equipment to show the film and to amplify the voice of your speaker(s).

- When reserving a room, make mention of the specific AV equipment that you need. Ask the person responsible for reservations if the school or facility offers AV services, and where to reserve or obtain equipment.
- Make sure to use the most appropriate equipment for the size of the event and the space. For example, it may be helpful to have more than one television screen – and DVD player - - if the event takes place in a large room, or if there will be obstructed views from certain seats.
- If your speaker is soft-spoken, even in a small room, a microphone will be necessary. Also, if you're planning to record your event, you'll need recording equipment and microphones for all participants.
- Keep in mind the size of your expected audience when selecting a space. A room that holds 100 people may seem empty -- even with a very impressive crowd of 50 participants. Conversely, nobody wants to turn away participants from a program because the room is too small.
- Ask participants to RSVP for the event so that you'll have a better idea of how to set up the room.