

Event Name

Event Date/Time

☐ **STEP #1**

Define your goals and purpose.

When planning your event, consider its purpose and the overall goal you want to achieve. Think about the outcomes you hope for and identify your ideal target audience. Determining these goals is an important step in the early planning process and should guide your decisions for the following steps.

☐ **STEP #2**

Choose your event date and time carefully.

It's really important to consider the date and time for your event because it sets the stage for everything else. Make sure to think about whether your chosen date might conflict with major college events like Orientation or Commencement, or public holidays. It's also a good idea to refer to the Academic Calendar to confirm. Doing so will help ensure that your event doesn't create scheduling conflicts for your intended audience and that you have access to all the necessary resources.

☐ **STEP #3**

Select and reserve your campus space, facilities, and technology requirements.

Now that you have all the details figured out for your event, the next step is to complete the Campus Event Request form. This form seeks approval from your supervisor. Once approved, it will be automatically forwarded to the Director of Facilities to confirm space and staff availability, and then to the Room Scheduler for space reservation and any necessary facility and technology setup requests.

☐ **STEP #4**

Promote your event.

Once your event is approved, the Marketing & Communications team will automatically receive a notification, and they will then contact you to begin planning the promotion of your event. If necessary, they will set up a meeting with you to discuss your vision and goals for the event. During this meeting, you can elaborate on your event objectives, target audience, and any other important details required for effective promotion.

☐ **STEP #5**

Order food and beverages.

Dining Services offers a variety of catering options, such as coffee and donuts, box lunches, and full formal meals. Once your event has been approved, you can submit your food requests by completing the Catering Request Form. Upon receiving your request, Dining Services will email you menu options. Please take into account the dietary requirements of your guests.

☐ **STEP #6**

Execute your event.

The day is here! With proper planning, the day of the event can run smoothly! Share the event plans with the team well in advance to ensure everyone understands their roles on the day of the event so that the event organizer can address any last-minute issues.

☐ **STEP #7**

Debrief your event.

Don't forget to debrief as soon as possible after your event. This important step offers an opportunity to collect information that can be used to improve future events. You may also want to survey event attendees for feedback when applicable.

Contacts

Catering: (218) 683-8603

Information Technology: (218) 683-8584

Facilities: (218) 683-8633

Marketing: (218) 683-8553

Scan to visit event
planning guide.



For more tools and resources, visit
northlandcollege.edu/planevent