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Assistant Directors

Advancement Events



EVENT PLANNER



What my friends think I do



What my mom thinks I do



What potential clients think I do



What the world thinks I do



What I think I do



What I **ACTUALLY** do



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General Event Planning Tips



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Always start with how you want your audience to **feel**



Focus on the **message** to spark the emotion





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Use what is **unique** about Ohio State and your Club/Society to unite and engage your audience



- **Plan ahead!**
There is no such thing as starting too early
- Keep the **goals / objectives / outcomes** in mind when making decisions





Be **proactive**
and **flexible**
(always have a
rain plan)





Hospitality:

The friendly and generous
reception and entertainment
of guests



Think through the **entry experience** –
it's what sets the tone





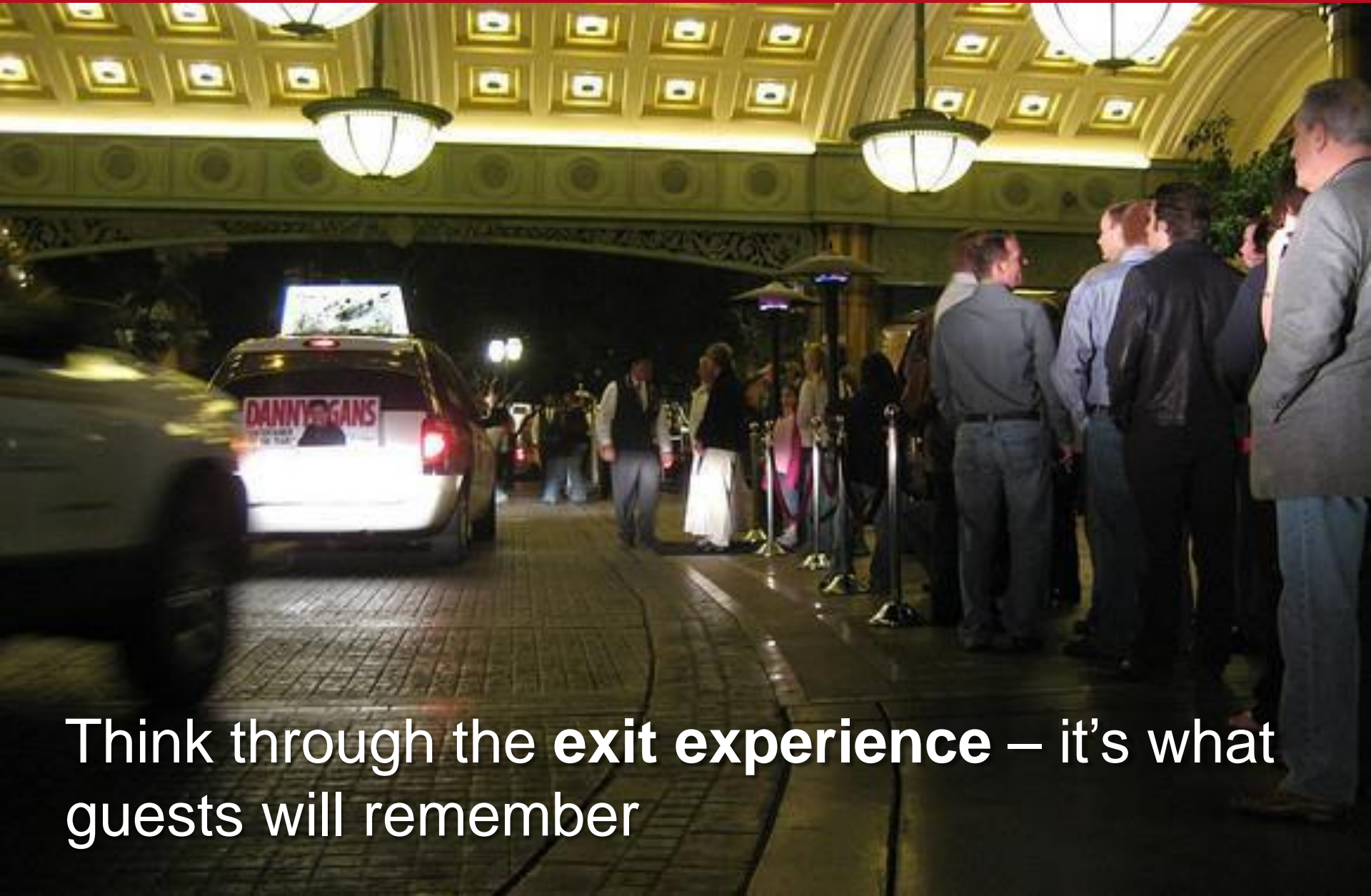
Look for opportunities to add a “wow factor”





Or to add a special touch





Think through the **exit experience** – it's what guests will remember



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Category One Event Ideas



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Networking





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Art





Student Programming





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Community Service





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Lifelong learning





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Diversity and Inclusion





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Health and Wellness





Special Interest





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Sesquicentennial themed events will count as Category 1 special interest events

- Incorporate 150th programming into a pre-existing event/game watch
- Create a new one



Host a 150th Birthday Party!





Sesquicentennial Events in a Box

- Pennants
- Photo Postcards
- Table Tents
- 150 Lapel Pins





**Buy into
pre-existing
events in your
community**



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Nightlight 614





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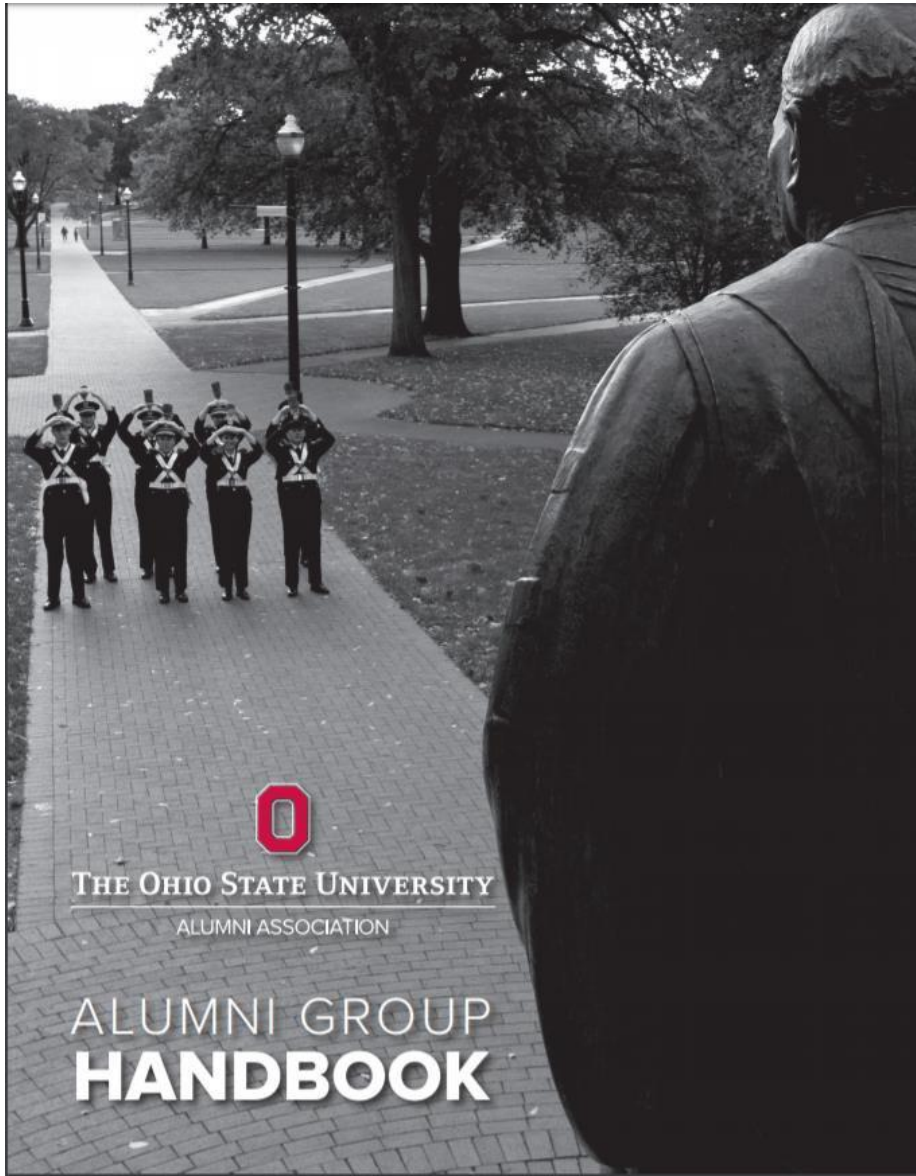
Picnic with the Pops





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Resources



- The website & handbook
- Event checklist
- Registration template



Clubs





Societies





Questions?



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