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
The Ohio State University Advancement Events
General Event Planning Tips
Always start with how you want your audience to feel
Focus on the **message** to spark the emotion
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
Category One
Event Ideas
Networking
Art
Student Programming
Lifelong learning
Diversity and Inclusion
Health and Wellness
Special Interest
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
Picnic with the Pops
• The website & handbook
• Event checklist
• Registration template
Clubs
Societies
Questions?

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