Managing Events@SPH
The basics for success!

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Overview

- A Poll!
- Review of Promoting Events
- Planning Steps
- The Checklist!
- Discussion

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Managing Events@SPH

Poll

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REVIEW | Promoting Events

Events@Brown

Online calendar system for promoting events across campus
(make sure you share with SPH calendar)

Public Health Pulse

Weekly listing of School events

Featured Events

Weekly listing of University events of interest to the general public.

Distributed to all news media in local market

Today@Brown

Primary and daily communications vehicle

Social Media

Your best friend for promoting to an external audience

121 Digital Screens

Ken is king!

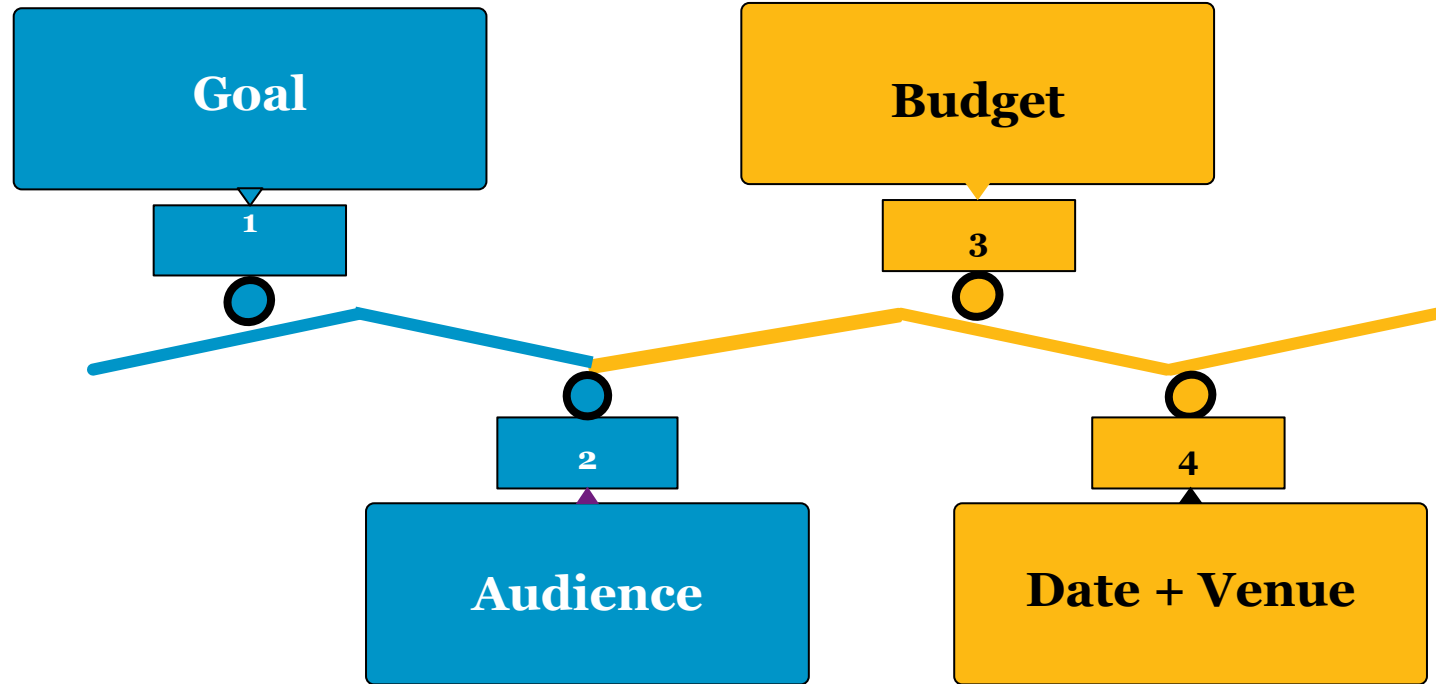BROWN
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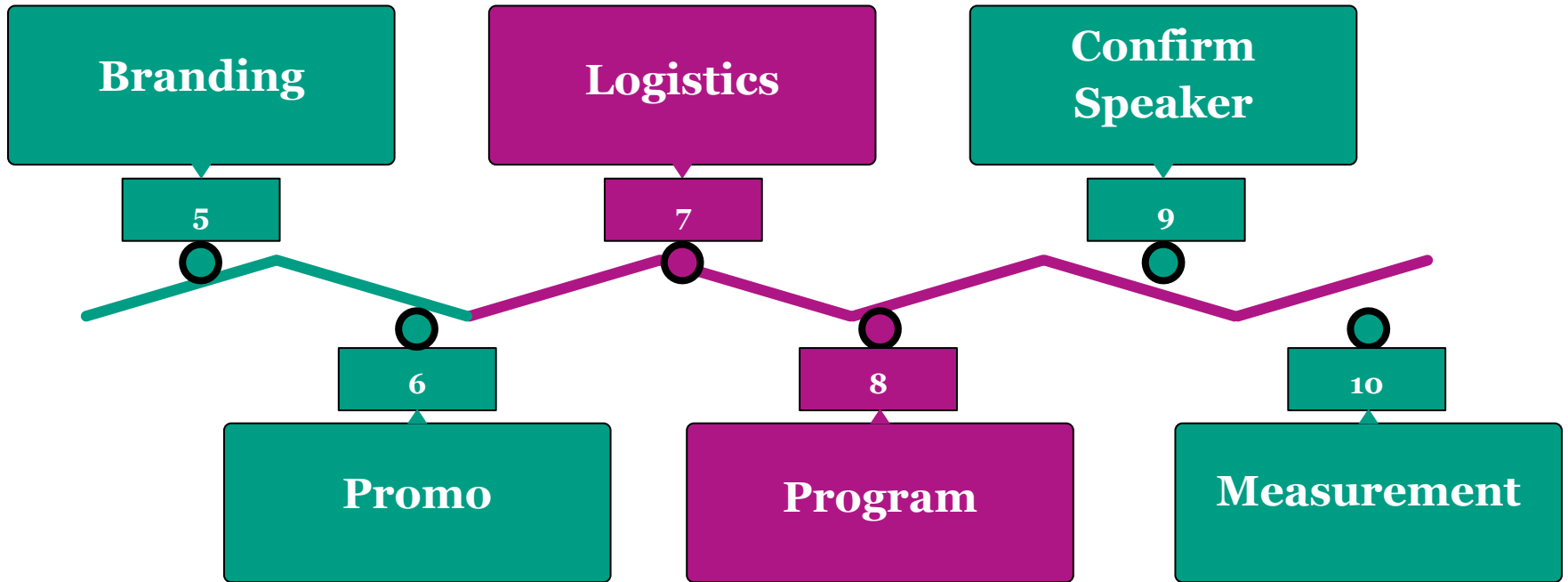
Steps in planning an event

1. Define goals and objectives

2. Determine your audience

3. Establish a budget

4. Pick your venue and date

5. Develop event branding

6. Create a promotional plan

7. Work on logistics

8. Plan your program

9. Confirm speaker (s)

10. Measure impact

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Order of priorites - The BIG Buckets

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Order of priorites - The BIG Buckets

Branding — 5

Promo — 6

Logistics — 7

Program — 8

Confirm Speaker — 9

Measurement — 10

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Pre-planning

Define your Goal

What is the purpose of this event?

- Community-building?
- Present research?
- Communicate strategy?

Also think about your speaker

Determine your Audience

Who should attend?

- Community-building event for everyone?
- Staff and/or faculty?
- Open to the public?

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Pre-planning

Define the budget

Budget will clarify other aspects of your event

- Speaking honorarium
- Facility costs
- Catering - Food and beverage
- Gratuities and room rentals
- Giveaways
- Publicity

Good budgeting avoids unwanted surprises!

Select the date and venue

Consider the following:

- Academic Calendar
- Dean's (or your boss's calendar)
- Best time for your audience
- Day of the week
- Religious holidays
- Local School holidays

Virtual, in-person, or hybrid
Location availability
Outdoor events- alternate date or location

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Marketing and Communications

Develop a brand

- Event name - Short and snappy!
- Theme
- Logo, colors, typography
- On-site decor, email, signage
- Powerpoint intro slide
- Use Canva
- Office of University Communications

Tie the branding elements into every piece of print and digital collateral.

Promo plan

- Save the date + Invitations
- Add to events calendar
- SPH The Pulse
- Brown Featured Events
- Social Media
- Today@Brown

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The details!

Develop the program

- Invitation to keynote speaker
- Run of show
- Write remarks
- Walk in music
- Develop a briefing

Work on logistics

- Unlock the elevators
- Parking
- Facilities Request
- Security
- Media Services
- Order Catering - *Americatogo*
- Pop-up Banners
- Logo tablecloth

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Home stretch!

Confirm speakers

- Guest speaker agreement form
- Supplier registration form
- Image and recording consent
- Honorarium
- Dignitary form

Measure impact

- Number of registrants and attendees
- Email engagement
- Feedback via survey or word of mouth
- Social media engagement and reach

Create a debrief to improve the next event.

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TA DA!! Resources + Checklist

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SPH Events Planning Resources

YOUR EVENT NAME

0/20 completed

Use this sheet as a guide for all future event planning. Click here for a blank checklist template to fill in with your own unique event information for each upcoming event.

Start Date	✓	Date Completed	Owner	Task	Links	Tips
4+ months out	☐		Goal	What is the goal? Who is your audience? What makes an event successful?	LinkedIn Learning - Event Planning Foundations Virtual Events Essential Training	The goal drives your audience and all other aspects of your event. And there is so much more! Watch these LinkedIn Learning training courses for an event planning overview.
3+months out	☐			Choose Location In-person or Virtual	SPH room schedulers University 25 Live SPS room scheduler Virtual planning guide	This choice will need to be considered in line with the one above. Depending on room availability, you may only have a few options to choose from. Refer here to see who to contact depending on the room you are interested in booking, and also where to find rooms appropriate for booking based on capacity. If you expect 100+ guests, for instance, a regular sized classroom like 331 will not be feasible. If you are looking to book a University Location outside of SPH, this link will be helpful! Don't forget the Faculty Club or Hope Club are options too! Remember to include set up and breakdown time buffers.
3+ months out	☐			Budget	Budget & Finance Resource Page	Events cost money to execute! Be sure you have budgeted for this event and assign your costs to the correct worktags.
3+ months out	☐			Select Speaker(s)	Sample invitation letter Guest Speaker Agreement Supplier Registration Form Image and Recording Consent Form Honorarium Form Dignitary Form	A vibrant speaker is important to an engaging, intellectual event. Once you have identified the speaker(s) for your event, start early! Complete the appropriate form from the links list.

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How to use the checklist

https://docs.google.com/presentation/d/1HY9cyDOIkRaTwvHBJ57zynfc_n5FqlSn
hWMwl2yU8Sc/edit#slide=id.g22c191c4311_0_2267

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Discussion