Managing Events@SPH

The basics for success!

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Managing Events@SPH

Poll
REVIEW | Promoting Events

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

**Today@Brown**
Primary and daily communications vehicle

**Public Health Pulse**
Weekly listing of School events

**Social Media**
Your best friend for promoting to an external audience

**Featured Events**
Weekly listing of University events of interest to the general public. Distributed to all news media in local market

**121 Digital Screens**
Ken is king!
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
Order of priorities - The BIG Buckets

- **Goal**
  - 1. Audience
- **Budget**
  - 2. Audience
  - 3. Date + Venue
  - 4. Date + Venue
Order of priorities - The BIG Buckets

- Branding
  - Promo
- Logistics
  - Program
- Confirm Speaker
  - Measurement
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?
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
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
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
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.
### Managing your events

#### TA DA!! Resources + Checklist

This page provides a guide for event planning with resources and checklists.

### SPH Events Planning Resources

**YOUR EVENT NAME**

<table>
<thead>
<tr>
<th>Start Date</th>
<th>Date Completed</th>
<th>Owner</th>
<th>Task</th>
<th>Links</th>
<th>Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>4+ months out</td>
<td>☐</td>
<td></td>
<td>Goal</td>
<td>What is the goal? Who is your audience? What makes an event successful?</td>
<td>LinkedIn Learning - Event Planning Foundations</td>
</tr>
<tr>
<td>3+ months out</td>
<td>☐</td>
<td></td>
<td>Choose Location In-person or Virtual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3+ months out</td>
<td>☐</td>
<td></td>
<td>Budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3+ months out</td>
<td>☐</td>
<td></td>
<td>Select Speaker(s)</td>
<td></td>
<td>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.</td>
</tr>
</tbody>
</table>
How to use the checklist

https://docs.google.com/presentation/d/1HY9cyDOLkRaTwvHBJ57zynfc_n5FqISnhWMwl2yU8Sc/edit#slide=id.g22c191c4311_0_2267
Discussion