Advancing Planning

While some events are annual and have a rhythm and approach, new events require extra thought to ensure success. Depending on the type, audience, and scale of the event, it may be useful to begin preparing months in advance. Here are some key elements to keep in mind.

- Begin planning well in advance, at least 8 12 weeks prior to the event date
- ✤ Review this task list to help organize your approach
- Develop the event theme and program to guide venue selection
- Keep in mind that some campus venues are very popular and book up sometimes a year or more in advance
- Consider the guest lists (individual campus, consortial, or public) when selecting a venue
- The guest list will guide your communications efforts to publicize the event
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Coordination with Your Host College

As planning for your event begins, contact the Communications Department of your host college to share details about your upcoming event. The Communications Department can provide expert guidance and advise on

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