

# A Guide to Planning a SUCCESSFUL EVENT

## 1

WHAT KIND OF  
EVENT ARE YOU  
HAVING?

### SELECT AN EVENT TYPE

- Speaker - lecture or presentation by a member of your group or a guest
- Performance - music, theater, comedy, dance, fashion show, and more
- Workshop - interactive session with a facilitator
- Banquet - includes presentations and typically has a meal served
- Dance/Party - social gathering that involves a DJ and dancing

Contact Event Scheduling at [EventScheduling@wpunj.edu](mailto:EventScheduling@wpunj.edu) for assistance with planning your event!

## 2

WHEN IS YOUR  
EVENT  
HAPPENING?

### SELECT A DATE AND TIME

Things to consider:

- Check 25Live for potential event conflicts
- Find a date where there are no religious/bank holidays or major sporting events scheduled.
- Consider audience availability (e.g. - travel time, class schedules)

## 3

WHERE IS YOUR  
EVENT TAKING  
PLACE?

### RESERVE AN EVENT SPACE - Location Matters!

Things to consider:

- Anticipated number of people attending
- Room setup (tables, chairs, risers, etc.)
- A/V needs (projector, microphone, etc.)
- Is food permitted in the space? ***Be sure to reserve a room before submitting catering orders.***
- Signage (easels, sandwich boards)

For information on how to reserve a space using 25Live please visit <https://www.wpunj.edu/eventspace/>

## 4

WHAT WILL YOU  
NEED TO SPEND  
MONEY ON?

### IDENTIFY BUDGET NEEDS

Things to consider:

- Speaker fee
- Catering
- Decorations
- Giveaways
- Services - A/V, police, custodial
- Collaborating with departments and organizations

## 5

LET PEOPLE  
KNOW YOUR  
EVENT IS  
HAPPENING!

### ADVERTISE YOUR EVENT

Things to consider:

- Who is your target audience?
- What is the most effective way to share information with your audience?
- Advertising ideas - social media, flyers, posters, daily announcement, Pioneer Life event

## 6

WHO IS  
WORKING YOUR  
EVENT?

### EVENT DAY COVERAGE

Things to consider:

- Building Manager for UC extension of hours\*
- Audio Visual Technician for help with technology setups
- Custodial Services\*\*
- Greeter
- Photographer/Social Media correspondent
- Break down crew

\*15 days advanced notice is required for UC extension of hours. \*\*7 days notice is required for Custodial Services overtime.

## 7

TIPS FOR EVENT  
DAY!

### EXECUTING YOUR EVENT

Things to remember:

- Be prepared for the unexpected - think of a "plan B" ahead of time, just in case something goes wrong
- Try and refrain from:
  - Using glitter/confetti as decorations - it will make cleanup much easier
  - Taping or gluing to doors and walls - this is not permitted in the University Commons & prevents damage to the building
  - Suspended helium balloons are not permitted in the Student Center due to their interference with fire safety systems.
- Be sure to:
  - Leave furnishings as you found them
  - Clean up any leftover debris

## 8

WHAT WENT  
WELL AND WHAT  
CAN BE DONE  
BETTER?

### EVENT EVALUATION

Things to consider:

- Event evaluation for attendees - in person or online
- Check in with individuals that planned and worked the event for feedback
- Take detailed notes and save them for future events

**For more information  
on Event Planning:**

Hospitality Services  
Student Center, Suite 100  
973-720-6200 option #4  
[eventscheduling@wpunj.edu](mailto:eventscheduling@wpunj.edu)  
<https://www.wpunj.edu/eventspace/>