

EVENT PLANNING CONSIDERATIONS

WVU Parkersburg is proud to provide its campus and community with venues for entertainment, engagement, discussion and growth. The college can also deliver resources to help you plan a successful event that maintains our high standard of professionalism and reputation.

Below, you will find a guide to aid you in the planning process. We encourage all members of the campus community to consider these steps when coordinating an event. Not only will it facilitate communication among our various campus offices, but also avoid duplication of efforts.

1. Goals & Budget

i *Goals*

- *Do you want to achieve a tangible (e.g. attract 300 guests) or intangible (strengthen relationships) goal?*
- *Write your goals and objectives to measure Return on Investment (ROI) at the conclusion of the event.*

Budget Considerations

- *Fee or honorarium for the speaker(s), panelist(s) or performer(s)*
- *Cost of air and ground transportation as well as overnight accommodations for the speaker(s), panelist(s) or performer(s).*
- *Cost of catering the event*
- *Décor*
- *Cost of purchasing supplies for all attendees*
- *Will the venue require the purchase and installation of any additional technical equipment for the event or performance?*

What are the funding sources (college budget accounts) for covering the costs of the event?

- *Identify a source of funds.*
- *Complete a purchase requisition at hr.wvup.edu/ap prior to the event.*

2. Speaker/Panelist/Performer

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- *Assign a primary contact for the guest.*
- *Does the speaker(s), panelist(s) or performer(s) require a formal contract? If so, once the formal contract is written, it must be reviewed and approved by **Jeannine Ratliffe, Executive Director, CPO** before signing. A WV-48 or WV-96 form agreement will also need to be processed and authorized through the **WVU Parkersburg Business Office**. You may contact the Business Office at 304.424.8223.*

- The college representative who signs the formal contract should be the person who has authority for the funds that will be expended.
- Acquire the speaker(s), panelist(s) or performer(s) background information (e.g., curriculum vitae/resume, photograph for publicity, title of lecture, event or performance). WVU Parkersburg Marketing and Communications will be able to use this information for event promotion and material design.
- If a high-profile guest plans to attend or is the main speaker, panelist or performer, notify or coordinate a security plan with the *WVU Parkersburg Campus Police*. *The campus police may be contacted at 304.424.8235.*
- Secure a travel itinerary including accommodations and ground transportation.
- Identify an individual to introduce the speaker(s), panelist(s) or performer(s) at the event.
- Send a thank you after the event concludes.

3. Selecting a Date & Time


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- Consider the target audience (age, gender, industry, interests, motivation, etc.).
 - Check the online Campus Calendar at my.wvup.edu and consider what other campus activities may be occurring that would pose conflicts or affect audience attendance (Student organization meetings, high school visits, alumni events, etc.).
 - Consider the Academic Calendar (class times, exam times, holidays, etc.).
 - If you would like the WVU Parkersburg president to attend, give remark or participate in some manner, contact *Brady Whipkey, Chief of Staff*, at 304.424.8200 or brad.whipkey@wvup.edu.

4. Space Reservations

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- Consider
- Indoors or outdoors? If outdoors, consider a back-up indoor space in case of inclement weather.
 - Estimated attendance
 - Possible noise or disruption from a nearby source
 - Handicap access
 - Parking
 - Chairs
 - Tables
- Will you have any equipment or technology requirements (audio, visual, etc.)?
- Consider: A/V equipment, Sound needs (microphones), etc. *Contact Information Technology Services at 304.424.8296 and by submitting a Support Center Ticket at helpdesk.wvup.edu as far in advance as possible to ensure the campus space will properly support your event or to confirm a staff member will help set-up your event.*
 - If the room is access controlled, contact *Campus Security at 304.424.8235* to ensure you gain entry into the space.

	<ul style="list-style-type: none"> • To reserve the Community Room, Francis & Nina Phares Board Room President's Board Room or WVUP Proud Room, contact <i>Brady Whipkey, Chief of Staff</i>, at 304.424.8200 or brad.whipkey@wvup.edu. • To reserve the Dean's Conference Room, contact <i>Pat Harris, Office Administrator</i>, at 304.424.8242 or pat.harris@wvup.edu. • To reserve the Center for Teaching and Professional Excellence, contact <i>Olivia Reeder</i> at 304.424.8371 or olivia.reeder@wvup.edu. • To reserve any other campus space, use the online Campus Calendar at my.wvup.edu and please note that classes are given top priority. • Not sure what space is the best for your event? Contact <i>JB Skidmore, Event Planning</i>, at 304.424.8386 or jb.skidmore@wvup.edu to discuss what room will best fit your needs. <p><i>How should the event space be set up?</i></p> <ul style="list-style-type: none"> • Unless the room will be used "as is," please make arrangements with <i>JB Skidmore, Event Planning</i>, at 304.424.8386 and/or <i>WVU Parkersburg Maintenance</i> at 304.424.8265. Please also submit a <i>Maintenance Service Request Form</i> at wvup.edu/faculty-staff/forms. Additional setup requires extra time both before and after the event.
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5. Food & Beverage

	<ul style="list-style-type: none"> • Buffet or plated and served meal? • Reception or refreshment break with beverages and snacks? • Food and beverage may be catered by <i>Ricky's Café</i>, local restaurants or brought in . Please contact the <i>WVU Parkersburg Business Office</i> to receive information on vendors, vendor preference and the purchasing process for various suppliers. <i>You may contact the Business Office</i> at 304.424.8223.
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6. Marketing & Communication

	<ul style="list-style-type: none"> • Submit a <i>Wrike request</i> with details on the event including the date, time, location, event name, speaker(s), panelist(s) or performer(s), background information, photos, or any material you deem appropriate for WVU Parkersburg's Marketing and Communications staff to use for publicity. • Consider: <i>EBulletin Board Posting, Inclusion in the Blue & Gold Post, Press Release, Slide for Campus TV Monitor, Social Media, Video, Photography, Live Stream and a Web Update.</i> • Please note that Marketing and Communication will contact the requestor via phone or email to confirm the Wrike submission as well as follow-up with the requestor for any additional information needed for event promotion. This may require a scheduled meeting. • Once the Wrike task is completed, Marketing and Communication will notify the requestor via email. If any materials or assistance is further required by the requestor, they must submit another Wrike request. <p><i>Printed Materials</i></p> <ul style="list-style-type: none"> • When submitting a Wrike request, the requestor has the option to acquire print materials. • Consider: <i>Brochure/Rack Card, Business Cards, Envelopes, Flier, Postcards, Poster(s), Signage, Program(s), Invitations, Tickets, etc.</i> • Please note that Marketing and Communication may recommend specific materials and distribution methods to reach the desired audience.
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Also consider the timeline, especially when requesting design and print materials.

- *The Vice President of Institutional Advancement as well as the requestor must approve all materials intended for mass printing and distribution for on and off-campus audiences. Please plan sufficient time for Writing, Copy Editing, Designing, Printing, and Distributing materials. The timeline below should serve as a guideline.*
- *One week to compile and write copy*
- *Two weeks for design and editing*
- *One week for printing*
- *One week to prepare labels and materials for mailing*

7. Team Planning



Consider:

- *Will you need additional faculty or staff to help attend and work at the event?*
- *Create a team and communicate duties, roles, assignments, expectations, etc.*
- *Create a timeline for the order of tasks/activities during the event.*
- *Select a point person for the day of the event.*
- *Have someone other than the point person assigned for troubleshooting if the event does not go as planned.*

8. Event Conclusion



- *Look around for personal items that may be left behind by event participants.*
- *Replace any furnishings that were moved during the course of the event, and clean up any leftover debris.*
- *Return any borrowed items (chairs, carts, tablecloths, stands, etc.) to the proper owner or department.*
- *Contact Information Technology Services to retrieve any equipment that may have been provided for the event. **Information Technology Services may be reached at 304.424.8296.***
- *Contact WVU Parkersburg Campus Security if you are having issues locking up the space. **Contact Campus Security at 304.424.8235.***

9. Evaluation



- *Did the event meet the set goals and objectives?*
- *What went well?*
- *What did not go well?*

- *What will be changed for the next event?*
- *Survey*
- *Ticket sales*
- *Guest satisfaction*
- *What was your expected Return on Investment?*