WVU Parkersburg marketing & Communications

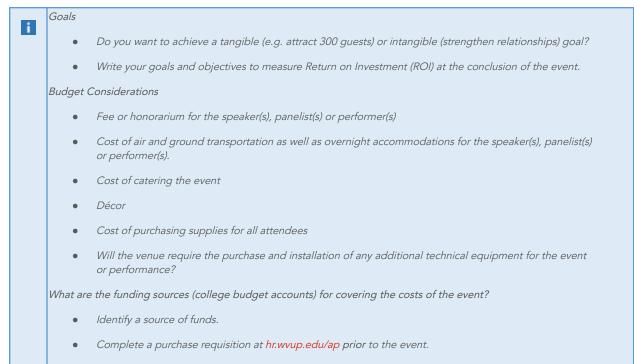
Event Planning

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



2. Speaker/Panelist/Performer

•	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



4. Space Reservations



To reserve the Community Room, Francis & Nina Phares Board Room President's Board Room or WVUP • Proud Room, contact Brady Whipkey, Chief of Staff, at 304.424.8200 or brad.whipkey@wvup.edu. To reserve the Dean's Conference Room, contact Pat Harris, Office Administrator, at 304.424.8242 or pat.harris@wvup.edu. To reserve the Center for Teaching and Professional Excellence, contact Olivia Reeder 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 JB Skidmore, Event Planning, at 304.424.8386 • or jb.skidmore@wvup.edu to discuss what room will best fit your needs. *How should the event space be set up?* Unless the room will be used "as is," please make arrangements with JB Skidmore, Event Planning, at • 304.424.8386 and/or WVU Parkersburg Maintenance at 304.424.8265. Please also submit a Maintenance Service Request Form at wvup.edu/faculty-staff/forms. Additional setup requires extra time both before and after the event.

5. Food & Beverage

	•	Buffet or plated and served meal?
	•	Reception or refreshment break with beverages and snacks?
	•	Food and beverage may be catered by Ricky's Café, local restaurants or brought in . Please contact the WVU Parkersburg Business Office to receive information on vendors, vendor preference and the purchasing process for various suppliers. You may contact the Business Office at 304.424.8223.

6. Marketing & Communication

i	٠	Submit a Wrike request 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: 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.
	•	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.
	Printed N	Naterials
	•	When submitting a Wrike request, the requestor has the option to acquire print materials.
	•	Consider: Brochure/Rack Card, Business Cards, Envelopes, Flier, Postcards, Poster(s), Signage, Program(s), Invitations, Tickets, etc.
	•	Please note that Marketing and Communication may recommend specific materials and distribution methods to reach the desired audience.

Also cons	sider 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
٠	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?