

Event Costs

Helpful Hints From the Office of Event Management

Careful planning and flexibility are crucial to managing your event costs. Taking the time to review the plan with the Office of Event Management will help control costs and allow you to develop a realistic budget.

- **Think about signage.** If you need signs, consider using those with generic wording (for example, "Event Parking") that may be used again. Minimize the number of signs needed by knowing the floor plan of the building, finding what signage already exists, and deciding which parking areas will be most efficient and accessible for your guests. (Don't forget to provide directions for your guests!)
- **Consider custodial charges.** Depending on the date, time and location of your event, you may be billed for custodial overtime. If this would pose a budgetary problem, consider the possibility of choosing another site, day or time to avoid these additional charges.
- **Finalize furnishing and technology needs in advance.** Determine equipment, room arrangements and audio visual needs at least seven to ten days prior to the event. Communicate with speakers to discuss what kind of equipment they require or expect. Submit your final list of requests to the Office of Event Management at least seven days before the event to avoid "late" charges or potentially disappointing your speakers and audience by being unprepared.
- **Have one last meeting with colleagues and supervisors before your event.** Review the details of your event with your office colleagues, event partners and supervisors to make sure all requirements are met. Discussing the details of the event allows everyone to have the same expectations and makes expensive last minute changes less likely.
- **Get feedback from your guests.** If possible, include evaluation forms in conference packets or e-mail participants after the event (contact the Office of Event Management for samples). Increase the number of responses by providing an incentive, such as a gift certificate, for those who complete the evaluation. This kind of feedback from participants will help planners streamline events for the future, saving on costs along the way.
- **Partner with other departments.** Behind every successful event is detailed collaboration between many different departments on campus. Charges for rental of furnishings and equipment, overtime custodial service charges, advertising, promotional materials and late fees may be minimized or even eliminated when you follow the guidelines set by other departments.

There are many event-related services that require contact with departments other than Event Management. The Hofstra Dining Services Catering Sales Office can provide cost and menu information and take all orders for food services for events. The Department of Public Safety should be consulted when there is a need for parking to be cordoned off, when VIP guests and dignitaries are invited or if additional security is necessary. Publications and the Office of University Relations will also provide helpful information about printed materials for your event and the options and costs involved with advertising and publicity.

We look forward to your comments and questions, so please e-mail us at fmoksd@hofstra.edu or contact Kathleen Dwyer at x3-4067. For more information about events at Hofstra call x3-6631 or visit our Web site and access the Eye on Events E-Newsletter at www.hofstra.edu/oem.