

Overview

Helpful Hints from the Office of Event Management...

The Office of Event Management presents the first in a series of steps to successful event planning. Whether you are planning a gathering for students, faculty or off-campus visitors, these “helpful hints” are applicable to everyone.

Identify the purpose of your event. The primary purpose of any Hofstra event should be to promote Hofstra’s educational mission, but goals beyond this will assist you in coordinating your gathering. There are many different types of programs to consider, and may include seminars and workshops; lectures by well-known speakers and scholars; meetings to promote community building; business and organizational tasks; fund-raising parties and receptions; and events to advertise an idea or service.

Choose the audience. Knowing your audience will help dictate the best times and dates for your event and will help to maximize attendance. Seasonal weather, holidays, school calendars, class schedules and the Hofstra Academic Calendar are important factors to consider when targeting University staff or students. Attendance is a key factor, and is worth considering to ensure adequate facilities, freedom of movement and access to parking, elevators and restrooms.

Choose the date and time. Flexibility is important in planning. More than one date and time should be considered so that contingency plans can be put in place if the date or space is not available. When making arrangements to schedule space describe, in detail, the size and location of the facility required to allow for proper scheduling. The Office of Event Management Web site at www.hofstra.edu/oem has detailed descriptions of available spaces. For a complete list of holidays and observances visit www.timeanddate.com/calendar. Also visit the Hofstra home page and click on “Academic Calendar” for the official University calendar.

Make your plans early. Determine who you will be your partners in this event and work together to make plans early. By identifying and discussing all objectives in advance you are more likely to avoid future conflicts. Making decisions will help you reach your desired outcomes. Generally, plans should be in place one to six months in advance for maximum success, depending on the size and scope of the event.

Upcoming in the February issue of *Hofstra Pride*, some hints for budget planning including promotion, cost estimating and record keeping.

We look forward to your comments and questions. Please contact Kathleen Dwyer at fmoksd@hofstra.edu or (516) 463-4067. For more information about Hofstra events, please call (516) 463-6631 or visit our Web site and Eye on Events E-Newsletter at www.hofstra.edu/oem.