

Event Planning 101

Who? - Identify your target audience and what avenues you will use to invite them

- Listserv – Submit to Sarah Ransom, polzi1sm@cmich.edu or 2520
- Eblast and/or Written Invitation
 - In the case of a mailing to alumni, there is a two-week turnaround to obtain mailing information and/or have an Eblast launched by the alumni house. Further, mailing information will NOT be shared with you; the mailing information is supplied to Printing Services for them to prepare your invitations and mail same. Again, lead-time is key here to allow for mailing materials and/or postage stamps, should you choose to utilize them vs. meter mailing. To request a mailing list contact Cindy Howard howar3cl@cmich.edu or 2130
- Senior staff invitations - President and Provost Calendar – Invites MUST go to CAMPUS address vs. home
 - President calendar contact: Robin Harris, mcdon1rk@cmich.edu or 2206
 - Provost calendar contact: Erica Peters, steph1el@cmich.edu or 3932 or Jeanine Mahaffey, mahaf1jm@cmich.edu or 2817

What? - Determine your needs for the event

- Catering – Rebecca Shankel, shank1rj@cmich.edu or 7480
 - Food/Beverages/Linens/Flatware/China
 - Alcohol Exception – **MUST** be requested for any event that includes alcohol
- Flowers – can be handled by Catering, but usually cheaper to go off-campus
- Parking Lot Request and/or Parking Identifiers – complete Special Event form <https://www.cmich.edu/about/campus-safety/cmu-police/parking-services/special-event-planning>
- Wayfinding Signage – order through Media Graphix: <https://www.cmich.edu/offices-departments/media-graphix/rates/wayfinding>
- University Events
 - Media needs – We have the bulk of items needed as noted below, so check with staff before ordering from UE
 - Custodial needs – before AND after event – Include this in your initial planning to clean prior to event and after event
 - Furniture needs
 - Items to be brought in and/or moved out (we do have a supply of 168 padded folding chairs as well as rectangular tables and our own stage, lectern, microphone, and drape for behind stage.) Contact Sarah Ransom, polzi1sm@cmich.edu or 2520.
 - Restore after event
- Photography
 - In-house - contact Allison Osterdale oster1ae@cmich.edu or 2706
 - Campus - University Communications – complete Special Event form <https://www.cmich.edu/offices-departments/university-communications/photo-and-video>
- Videography – Kurt Baringer, barin1ks@cmich.edu or 1451
- Printed Materials
 - Brochures/Banners/Flyers/Invitations/Envelopes
- Plaques/Awards
- Advertising of Event
- Website - contact Allison Osterdale oster1ae@cmich.edu or 2706
- Social Media - contact Kurt Baringer barin1ks@cmich.edu or 1451
- Registration for the Event
 - Name Badges
 - Materials
 - Volunteers and/or handlers
- Participant Gift(s)

When? - Determine when you want to host your event

- Build a timeline of tasks working backward 3-6 months. Ideally, each task constructed with a deadline for each task and a notation of which staff member is responsible for completing that task. NOTE: This system only works if you have a lead person assigned to review the task calendar each week to monitor progress and completion.

Where? - Venues book up quickly at CMU. It is never too early to reserve your space(s)

- For events *inside* our building, contact the following people to determine availability:
 - Atrium - Sarah Ransom, polzi1sm@cmich.edu or 2520
 - Plachta Conference Room - Sarah Ransom, polzi1sm@cmich.edu or 2520 or Cindy Howard, howar3cl@cmich.edu or 2130
 - Once your venue within the building is confirmed, file your event with PLAN@cmich.edu
- For all events *outside* of our building, *begin* with PLAN@cmich.edu. Once PLAN has your reservation confirmed, they will assign an event handler to secure your additional needs.
- Furniture shifts – Keep in mind that if you need furniture moved to make space for tables/chairs, etc. to be brought in; you *ALSO* need a space to *STORE* the furniture you intend to displace during your event. You should call PLAN at 7526 to determine storage availability.

Why? - Because proper planning will save you from a headache on the day(s) of the event.