**Event Planning 101**

**CHAC**

**Logistics**

* Pick a date early: set it and stick to it!! This will give you a firm deadline and make the idea a reality!
* Book a space
  + Get pretty much any room on campus through Perelman Quad at <http://www.vpul.upenn.edu/perelmanquad/> Rooms are free (if you are a Penn-affiliated group). Through them you can also get equipment (sound, tables, chairs, etc) though items may cost money.
  + Other spots to think about:
    - Civic House
    - [Kelly Writer’s house (for writing-related programs)](http://writing.upenn.edu/wh/about/use-the-house.php)
    - [The Women’s Center](http://www.vpul.upenn.edu/pwc/garden.php)
    - The Rotunda
    - [LGBT Center](http://www.vpul.upenn.edu/lgbtc/resources.php) (Free during hours of operation: Mon-Thurs 10am-10pm; Friday 10am-5pm)
    - High Rise Rooftops (contact house to book)
    - Other college house private rooms
    - [Penn Rec Facilities](http://www.upenn.edu/recreation/facilities/rental_form.html) (Submit online form to find out how much it will cost)
      * Hutchinson Gym – crew tanks, lower mat area, basketball courts, Ringe squash quarts
      * Pottruck Center – basketball courts, golf simulator, classroom, Sheerr Pool, dance studio, climbing wall
      * Outdoor fields – Hill Field, High Line
    - [Department of Recreation and Intercollegiate Athletic Facilities](http://www.pennathletics.com/ViewArticle.dbml?&DB_OEM_ID=1700&ATCLID=205098634)
  + It’s a good idea to book the room for at least two days for big events or extra hours for small events so you have time to set up and clean up.
* Think about if you’ll need any sort of props (if it is a performance) and secure those.

**Advertising**

* In the community:
  + Posters & flyers in local business: getting the community members excited is the real way to reach out. Talk to people when you’re hanging posters so they have an experience to remember the ad by (and hopefully are more inclined to go).
  + Connect with after-school programs
  + Put an ad in the local newspapers (though this may cost money)
  + [Philadelphia Weekly](http://www.philadelphiaweekly.com/s?action=login&f=y)
  + [CityPaper](http://www.citypaper.net/contact-us/event)
  + [Phillyfunguide](http://www.phillyfunguide.com/page/submit_event)
  + [WXPN 88.5](http://www.xpn.org/concerts-events/wxpn-events-calendar)
    - Email [online@xpn.org](mailto:online@xpn.org) with the name of your event, date, and the venue after you submit the listing to Phillyfunguide
* In Schools:
  + Get a *point person* in each school (member of the administration) who is totally on board. This may or may not be your regular contact at the school. It’s important to have someone who is excited about the event, otherwise they won’t be very useful for you.
  + Be *repetitive*! Send out announcements early and often! Make sure parents are aware of it early and that they don’t forget. Try and get it announced in the school newsletter or listserv. Again – this is much more feasible with a solid contact person.
  + Get your kids *excited*. Whenever you’re working with them, mention the event and make them look forward to it – they will be walking advertisements!
* At Penn
  + DP, listservs, flyers, etc.
  + Check out Advertising Document handed out at CHAC GBM on 10/12/11
  + [WQHS Student Radio](http://www.wqhs.org/contact.php)
  + [Advertising on Penn Bus](http://cms.business-services.upenn.edu/transportation/advertising-on-penn-bus.html)
  + Try and partner with other organizations at Penn, or see if there are groups whose members would want to come.

**FOOD**

* If you’re planning on having food at your event, make sure you have a good estimate of the number of people coming so you don’t run out.
* Good catering places:
  + Allegro’s Pizza
  + Hummus
  + Chipotle/Qdoba
  + Pattaya
  + Tandor
  + Bon Appetite Donations Requests

**Brian Aranda**

Marketing Assistant

Bon Appétit Management Company

University of Pennsylvania

Stouffer Commons

3702 Spruce Street

Philadelphia, PA 19104

(o) [215.898.2463](tel:215.898.2463)

(c) [516.242.1226](tel:516.242.1226)

(e) [brian.aranda@cafebonappetit.com](mailto:brian.aranda@cafebonappetit.com)

* + [Directory of Penn Approved Caterers](http://www.purchasing.upenn.edu/buyinfo/suppliers/caterers.php)
* If you won’t be eating right away, will you need to keep the food warm/cold? If so, possible ways include:
  + Storing it in a warm oven or refrigerator in a close by apartment
  + Covering it tightly with aluminum foil (depending on the container)

**Miscellaneous Things to Consider:**

* Transportation/Guest Parking if community members are invited
* Do you need an event photographer or videographer?
* Will children be attending the event? Do you have things to keep them entertained?
* Do you need to have participants sign a waiver? (For example, if you are planning a 5K run)
* Send out messages to attendees/volunteers 1 month, 1 week, and 2 days prior to the event if possible to remind them of day-of-event details and thank them for their support
* Post-event email to attendees and volunteers to summarize what was accomplished at the event and thank them for their attendance
* Possibly an evaluation/reflection form in order to improve on the event for the next time
* Thank-you notes for everyone who contributed funding, in-kind donations, advertising, etc!