



EVENT PLANNING GUIDE



FLORIDA ATLANTIC UNIVERSITY

**COLLEGE OF BUSINESS
EXECUTIVE EDUCATION**



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Introduction

The purpose of this guide is to help you plan and execute successful meetings and events of all sizes, from small meetings to large conferences. This guide will walk you through the event planning process, step-by-step.

Event Planning Process

To plan your meeting or event, start by following the steps of the Event Planning Process which include the meeting or event details, logistics, and marketing.

1 Plan the meeting or event details

2 Plan the meeting or event logistics

3 Plan the meeting or event marketing

Step 1: Plan the meeting or event details

- **Purpose:** Why are you hosting the event (e.g., goals and objectives)?

- **Event Name:** What is a name that clearly describes the event?

- **Event Type:** What type of event will it be (e.g., meeting, conference, etc.)?

- **Event Format:** Will the event be in person, live virtual, or hybrid?

- **Intended Audience:** Who will attend the event?

- **Expected Attendance:** How many people will attend the event?

- **Agenda:** What will be on the event agenda?

- **Date and time:** When will the event be?

- **Location:** Where will the event be?

Step 2: Plan the meeting or event logistics

- ☐ **Budget:** What is the budget for the event?

- ☐ **Space:** Do you need to rent space in a facility for the event?

- ☐ **Catering:** Do you need to place a catering order for the event?

- ☐ **Guest Speaker:** Do you need to secure a guest speaker for the event?

- ☐ **Equipment:** Do you need any AV or other equipment for the event?

- ☐ **Tables and Chairs:** Do you need to rent tables and chairs for the event?

- ☐ **Parking:** Do you need to reserve parking for the event?

- ☐ **Directional Signage:** Do you need to set up directional signage for the event?

- ☐ **Entertainment:** Do you need to secure entertainment for the event?

- **Decorations:** Do you need decorations for the event?

- **Check-in:** Do you need to manage check-in and registration for the event?

- **Set-up and Clean-up:** Do you need time to set up and clean up for the event?

Step 3: Plan the meeting or event marketing

- **Digital Assets:** Do you need digital assets to market the event?

- **Social Media:** Do you need to conduct a social media campaign for the event?

- **Email Campaign:** Do you need to conduct an email campaign for the event?

- **Registration:** Do you need to set up prior registration for the event?

- **Photography:** Do you need to hire a photographer for the event?

Make a Space Reservation

If you are looking for a space to host your next meeting or event, FAU Executive Education's state-of-the-art facilities are the perfect place to bring people together to learn and connect! We welcome you to submit a space request or inquiry based on your affiliation to Florida Atlantic University. FAU Affiliated Organizations include internal FAU departments and FAU student organizations. Non-FAU Affiliated Organizations include external corporate, non-profit, and community groups.

**FAU Affiliated Organization
Space Request**



**Non FAU Affiliated Organization
Space Inquiry**



Please email ExecEdEvents@fau.edu if you need assistance.