

PLANNING AN IWEEK EVENT AT GEORGETOWN

How to plan & execute an event at Georgetown successfully

Upon receiving confirmation from OIP regarding your iWEEK Event Proposal, please consider the followings steps to ensure a successful event! Any questions? Please email Mari Williams at mkw42@georgetown.edu.

STEP 1: Identify your audience and event purpose.

- Define who you hope and expect will attend the event.
- Consider the needs and wants of this community.
- How will your event purpose meet the needs of this community?

STEP 2: Plan early

- **Book speakers** at least a month ahead of time (it is a professional courtesy to be respectful of their time). To invite a speaker, consider making the invitation in person, via email, or via phone.
- **Date and Time:** Make sure the date and time of your event work for you, any speakers, and your audience. Typically, evening events (after 5:00pm) are better attended than day-time events.
- **Space Reservations:** OIP will arrange for your space reservation unless you have already done so. Typical iWEEK spaces include Georgetown classrooms and spaces reserved through OCAF (<http://ocaf.georgetown.edu/>). **Please note: If you are an organization or department, OIP will soon transfer the reservation to your Cost Center number. This way you can become the first point of contact for all changes and alterations.*
- **Funding Resources:** Consider all the costs involved with your event. In addition to iWEEK funds awarded through OIP (up to \$400), you may also wish to consider other funding resources on campus. Some of them include:
 - **InterHall:** <http://interhall.georgetown.edu/> (*Program must involve collaboration between Residence Halls. Undergraduate Students only).
 - **SAC:** <http://sac.georgetown.edu/> (*Must be a SAC organization to use SAC funds. Undergraduate Students only).
 - **GSO:** <http://www12.georgetown.edu/students/organizations/gso/> (*Must be a Graduate Student Club to use Graduate Student Organization funds).
 - **What's After Dark:** Supports programming which takes place Friday & Saturday evenings. Events may not end before 1am. <http://latenight.georgetown.edu/funding.html>
 - **Diversity Action Council Innovation Grants:** <http://www8.georgetown.edu/admin/provost/dac/sponsorship.cfm>
 - **Student of Color Alliance:** <http://cmea.georgetown.edu/programs/soca/>
 - **Other Academic Departments:** Go through department administrators.
 - **Health Education:** has funding for programs geared towards personal well-being. Applications: <http://healthed.georgetown.edu/>

STEP 3: Develop structure of event

- Discuss what the format should be/will be like.
- Let the speaker (if applicable) know whether she/he does or does not have to prepare something in advance for the event.

STEP 4: Arrange for Catering

- Arrange a menu with a specific catering vendor or restaurant. Arrange for delivery and give vendor your contact information. Request an invoice. Explain that Georgetown is a tax exempt institution and therefore the invoice should not include any taxes. If necessary OIP can fax this information to the vendor.
- If OIP is covering the cost of catering, please send OIP an official invoice and an OIP staff person will call the vendor to process the order. You may also pay for any expenses directly and receive reimbursement, as long as you provide OIP with all receipts. Reimbursements can be made for up to \$75 at one time. Alternatively, OIP can process an Employee Reimbursement Form if you or one of the event organizers works on-campus.
- Catering website suggestions:
 - **GOCard Accepted:** <http://www1.georgetown.edu/admin/auxiliarysrv/gocard/where/dining/>
 - **Corp Catering:** <http://www.thecorp.org/stores/corp-catering/>
 - **Hoyapedia:** <http://www.thecorp.org/hoyapedianew/index.php5?title=Restaurants>
 - **Online deliveries:** <http://www.campusfood.com/>
 - **Safeway delivery:** (Includes party platters) <http://shop.safeway.com/>

STEP 5: Advertise

- OIP iWEEK brochure and website (arranged by OIP).
- Emails to friends, classmates, professors, departments, club listserves.
- Flyers in red square, academic departments, OIP, library, Leavey Center, ICC etc.
- Facebook event.
- Make it PERSONAL- face to face contact is very effective.
- Advertise WHAT PARTICIPANTS ARE GOING TO DO at event.
- Have a catchy title to grab people's attention.

STEP 6: The week before the event, be sure to

- Reconfirm event details with speakers and potential participants. Ensure they have directions to the location and are prepared to participate.
- Reconfirm event set-up details (catering, supplies, equipment). Do you need to arrive early to set up? Will you need extra help?

STEP 7: Execute the event!

STEP 8: Follow-up after the event

- Send a thank you note to any speakers who participated.
- Seek feedback from your event participants.
- Send OIP an email with YOUR program feedback. Did you enjoy hosting an event? What would you have done differently? Do you have any advice for next year's iWEEK Coordinators.