

EVENT-PLANNING STRATEGIC QUESTIONS

Events are critical tools for institutional advancement. Review the questions below and discuss with your department's leadership to ensure your event will provide tangible value and support campus goals.

GOALS AND OBJECTIVES

What are the key goals and objectives of this event?

What is the desired outcome and what do you want your guests to take away from this experience?

Is an event the best or most appropriate way to achieve your goals (versus, for example, a press release or other targeted communication)?

What is the long-term value of the activity to the university?

How will you gauge the effectiveness of your event? (client/audience survey, statistical data)

COMMUNICATIONS & MARKETING

What is your event's primary message and theme?

- If you will have speakers, who would be appropriate (administrator, faculty, student, alumnus, etc.)?
- If there are multiple speakers, how will their messages be appropriately differentiated and integrated?
- How will this program be "choreographed"?
- What other elements may be incorporated to convey the message (i.e. video, music, visuals)

What are the ways this event will be marketed?

- How can we gain greater effectiveness/leverage from this event – **before** and **after**?
- Have you considered soliciting Marketing & Special Events to explore marketing alternatives?

How will your message be communicated or reinforced?

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| <ul style="list-style-type: none"> • Promotional materials (save the date, invite, program) • Event calendar (Happenings) • Website • Social media (Facebook, Twitter, Instagram, etc.) • Publications (<i>UCLA Magazine</i>, newsletters) | <ul style="list-style-type: none"> • Advertising (<i>Daily Bruin</i>, <i>LA Times</i>, flyers, banners, radio, campus digital displays, kiosks) • Media story (<i>Daily Bruin</i>, Newsroom, UCLA Gateway) • Listserv • UCTV or LA36 • Local/national media |
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Do the promotional materials (design and copy) clearly reflect/identify UCLA?

PLANNING & PRODUCTION

What department is paying for the event and what is the budgeted amount?

Who is the target audience?

- What mechanism/groups/mailling list will you use to reach them?
- Who else might benefit from this event beyond the primary attendees? If appropriate and monetarily feasible, consider alumni, donors, community members, legislators, media, students, faculty and staff. Coordinate with the appropriate colleagues who have responsibility for those audiences.

Are there opportunities to partner/collaborate with other campus units or off-campus entities?

If you anticipate a role for the Chancellor or Executive Vice Chancellor and Provost, consult with your dean, vice chancellor or AVC about what their role would be and the implications of including or not including them.

What is the best date and location for this event?

- Time of year (academic calendar vs. summer)
- Location (size, type/style of venue, parking)
- Will the time or location of this event be affected by other events happening at/around the same time?