



Office of Special Events and Services

Ensuring a Successful Event – Goals and Objectives

Plan regular meetings within the school and college to stay on top of all information related to planning your event. When defining objectives and goals they should always be measurable and specific. For example: a specific number of RSVP's, or a number of meetings as a result of the event. This type of planning can prove to be very helpful in staying focused and making plans that compliment the objectives.

Things to consider when generating an idea and turning it into a successful event:

Generating the idea

To have an effective event, objectives should be established

- What is our audience? Whom are we trying to service?
- How many people do we want to attend, how are we going to get there?
- What are the development goals of the event?

Is the idea feasible?

- Can the event be delivered with the available resources?
- Is there an audience for this type of event?
- Have similar events like this been done?

Idea planning

- Dates
- Deadlines
- Invitations
- Menus
- Locations

Idea Implementation

- Putting it all to work
- People to make it happen

Event Review

Proper review and evaluation of the event is just as important as the event itself. Not properly assessing the positives and negatives of each event can lead to inaccurate results regarding whether the goals were accomplished.

Basic event follow up points could include:

- How many people attended compared to how many invitations were sent out?
- How many guests were considered walk-ins?
- Was the RSVP process effective?

- Was the layout of the venue conducive to the event?
- Was parking an issue?

Things to Remember:

A simple way to get a feeling of “how the event went” is to ask the guest about specific elements. Such as, “was parking easy to find,” “Did you like the chicken stir-fry,” “Could you hear the speaker in the back of the room.” Guests are very honest about their experiences and will let you know what they liked and disliked.