



Event Planning 101

November 14, 2023
AMANDA GONZALEZ



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The background features a white central area surrounded by abstract, organic shapes in light blue, beige, and light grey. These shapes are decorated with various patterns: clusters of small dots in blue and light orange, and stylized leaf-like motifs in dark blue. A thin, light grey line swirls around the top left, and a thin, light orange line curves around the bottom left.

About me



Hi, I'm Amanda

- Originally from Miami, FL
- Jr. Special Events Manager at Florida International University (2019)
- Currently the Faculty Events Coordinator for Duke Law School (2021)
- SEPC Education Chair (2022)
- Proud mama to 1-year old Evelyn!

The background features a white central area surrounded by large, soft-edged shapes in light blue, beige, and light grey. Scattered throughout are small, stylized patterns: clusters of dots in blue and light brown, and leaf-like shapes in dark blue. A thin, light brown line curves across the bottom left.

Steps
for a

SUCCESSFUL EVENT



Breakdown

1

FIND PURPOSE

2

DATE & LOCATION

3

SUBMIT REQUESTS

4

DETERMINE NEEDS

5

ORDER CATERING

6

PUBLICIZE

7

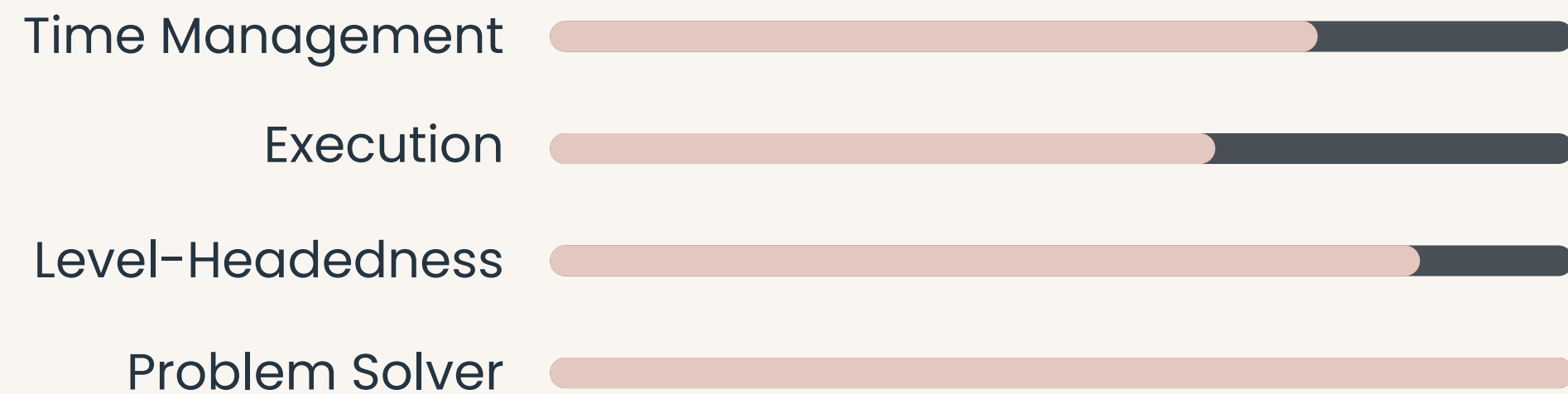
EXECUTE PLAN

8

DEBRIEF



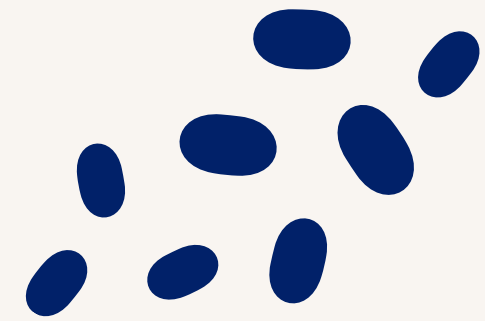
Successful **SKILLS**



Step 1 **FIND PURPOSE**

- What type of event do you want to do?
- Will this event be held in person, virtually, or hybrid?
- What is the purpose of your event?
- Who is the intended audience?
- When and where will the event be held?
- What is your budget?





Step 2

DATE & LOCATION

Select a Date

THINGS TO KEEP IN MIND

Competing School Events

Holidays

Religious/Cultural Observances

Exam Weeks

University Events

Football Games

Basketball Games

University Breaks

Determine your Venue

KNOW YOUR AUDIENCE

Approximate attendee count

Parking

Flow of Event

Sound Issues (busy street,
other events)

AV Needs

Catering Needs

Distance to Event (if having
more than one location)

Walkthrough

AT LEAST TWICE

Venue Manager

Stakeholder and Final Agenda





Step 3

SUBMIT REQUESTS

- Title of the event
- Description of the event, contact name and email for the contact person day of
- Event date
- Event start and end time
- Anticipated number of attendees
- Intended audience

Step 4

DETERMINE NEEDS



Agenda
Registration
Speakers
Run of Show
Catering
Parking
Risk Mitigation
Materials

AGENDA

Firearms Law Works-in-Progress Workshop Itinerary

June 23-24, 2022

Duke Law School

210 Science Drive
Durham, NC 27708

Thursday, June 23, 2022

- 4:00 p.m. Check in at Washington Duke Inn & Golf Club
Location: 3001 Cameron Blvd Durham, NC 27705
- 6:45 p.m. Pick up at Washington Duke Inn & Golf Club for Dinner
Carrier: S&H Transportation
Jake will meet attendees in the hotel lobby to catch the shuttle
- 7:00 p.m. Dinner at Parizade
Location: 2200 W Main St Durham, NC 27705
Phone: 919-286-9712
- The shuttle will take participants back to the hotel after dinner.

Friday, June 24, 2022

- 8:45-55 a.m. Arrive at Duke Law School
- The law school is a short 0.5 mile walk from the hotel. Please see the walking map below.
- Location:*** Law Room 3000
- 8:45 a.m. Breakfast begins at the law school, served in Room 3000
- 9:15 a.m. **Workshop Begins**

9:15-9:25 – Welcome & Introductions

Run of Show

Start Time (EST TIME ZONE)	Notes	Duration (hh:mm:ss)	Topic	Presenter(s)	Content <Hyperlink to folder, if applicable>
Friday, February 24, 2023					
6:45 AM	set up both wings for panel sessions 3037 and 3171 will have the live panopto viewing link set up	0:45:00	Continental Breakfast Set	Beyu Caffè	recordings will be the one shot and zoom in as needed
7:30 AM	set up presentations beforehand have a backup	0:30:00	Registration & Continental Breakfast		
8:00 AM	Photography-Sean	0:00:00	Welcome		
8:00 AM		0:05:00	Administrative Notes		
8:05 AM	Photography-Sean	1:00:00	Keynote: "The Battle for Your Brain Neurotechnology and National Security"		
9:05 AM	mute mics (for recording purposes if we are livestreaming or overflow room)	0:15:00	Break		
9:20 AM	turn mics back on Photography-Sean	1:10:00	Panel: The Russo-Ukraine Conflict and the Law of War	<p>Moderator: Col. Dave Granam</p> <p>Panelists:</p> <p></p> <p></p> <p></p>	
10:15 AM	Water should be refreshed		Beyu Caffè		
10:30 AM		0:10:00	Break		
10:40 AM		0:55:00	"Domestic Terrorism: Where Are We Now, and Where Do We Go From Here?"	<p>Panelists:</p> <p></p> <p></p> <p></p>	
11:00 AM	Tables are brought in		LAW School		
11:05 AM	Lunch is set		Beyu Caffè		
11:35 AM		0:15:00	Break (pick-up lunches)		
11:50 AM	Photography-Sean	0:05:00	Law School Welcome	Dean Kerry Abrams	

REGISTRATION

Name (First, Last)

Email Address

Job Title

Affiliation/Company/Organization

Pronouns

Dietary Restrictions

Accessibility Requirements





Step 5

ORDER CATERING

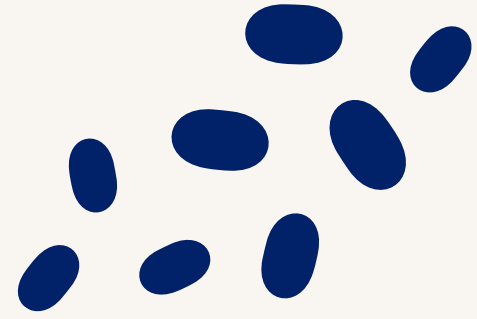
- Select vegetarian, vegan, and gluten free options whenever possible
- When sending an email to caterer include preferred menu, number of guests, event date and time, name of event and location
- Place order at least 2 weeks in advance
- Keep in mind holidays, religious holidays, school-wide events, graduation, and the complexity of your order for timing purposes
- Request tent cards with the description of the food or a menu with the list of the ingredients
- Tablecloths, napkins, glassware and utensils

Step 6

PUBLICIZE

- School and University Events Calendar
- Fliers and Posters
 - QR Code with Registration Link
- School Plasma Screens
 - Duke Flyer (flyer.duke.edu)
- School Communications Team
- EMMA– Email Marketing Management (Listserv)
- Paperless Post
- RSVPify





Step 7

EXECUTE PLAN

2 Months Prior

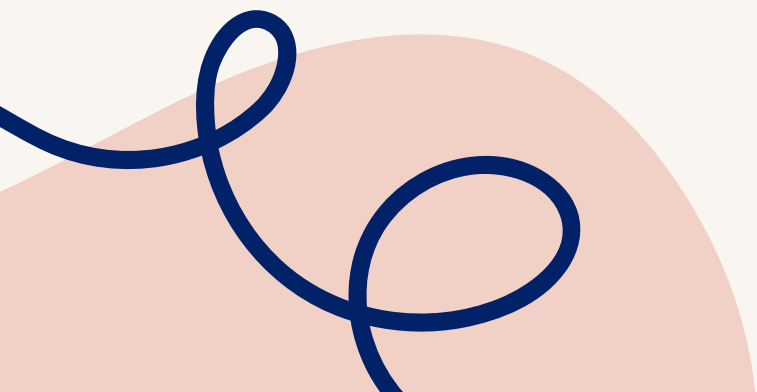
- Edit Agenda
- Create system for keeping track of RSVP's
- Finalize menu for catering
- Order materials needed
- Schedule run throughs with Media and Volunteers

1 Month Prior

- Finalize Agenda
- Organize materials for day of event
- Print out documents needed
- Finalize menu
- Finalize layout of room
- Finalize Volunteers

Day Of

- Arrive early at venue
- Set up materials
- Make sure caterer arrives on time
- Set up computer with all PowerPoint presentations (if applicable)
- Check sound and all other AV
- Check on Speakers



Step 8

DEBRIEF

- Submit receipts/payments as needed
- Update Event Budget with final totals
- Submit Speaker reimbursements
- Add notes about vendors
- Go over check-in sheet for accurate guest counts
- Schedule debrief meeting with key planners
 - Discuss what worked, what didn't and how things can be improved
 - Save meeting notes in a folder on Box or Drive



Resources

Overall Event Planning

Vendors, Venues and More Website

Registration

Qualtrics

Cvent

Duke Conference and Event Services

SEPC

dukeusepc@duke.edu



Thank you!
QUESTIONS