

How to Plan an Event



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Overview

- Event Ideas
- Event Check List
- How to Promote your Events

Event Ideas

- Earth Day
- Bike to Work Week
- California Rideshare Week



Photo from the City of Pasadena



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Event Ideas

- Rideshare Fairs
- Rideshare Pledge
- Zip Code Mixers
- Free Trial Ride Events
- Rideshare Halloween Open House
- Monthly Employee Rideshare BBQ
- Rideshare Quarterly Raffle



Photos from CalTech



Planning an Event: First things first...

- Determine the goals and objectives.
- Decide who should attend.
- Outline an agenda and timeline.
- Set an approximate date.



Photo from JPL

- Select the site.
- Decide how much you will spend.

Next...

- Announce meeting/event
- Distribute flyers/brochures or invitations
- Select caterer/menu
- Select entertainment
- Select decorations and/or florists
- Select audiovisual equipment provider
- Reconfirm site and vendor contacts
- Finalize agenda and timelines



Photo from LAWA

Promote your Event

- Flyers
- Paycheck stuffers
- Posters
- Newsletter Articles
- Lunch 'n Learns



Photos from LAWA

Promote Your Event

- Employee Meetings
- New Employee Orientation
- Website
- E-mail Messages
- Displays
- Bulletin Boards

Just before the event...

- Prepare attendee list and name badges
- Prepare lists of materials, supplies, and equipment to be taken to the event site
- Prepare all identifying signage for the event
- Make sure that you have the contact information of all participants (vendors, speakers, facility staff, etc.)

At the time of the event...

- Re-confirm the agenda with event planning and facility staff
- Complete registration set-up
- Set-up identifying signage or posters
- Final check on arrangements and facilities
- Final check on special equipment



Photo from City of Pasadena

- **Set-up exhibits or displays**
- **Distribute and collect evaluation forms**

After the event...

- Distribute tips/feedback to facility staff
- Return borrowed or rented equipment
- Follow-up media coverage
- Send out thank you letters
- Pay bills
- Summarize evaluation forms



Photos from LAWA

