Event Tips

1. Provide guests with clear driving directions and maps to the event location and reserved parking area. Request signage from POCAM to help guide your guests once they are on campus.

2. Always have reserved parking nearest the event space for VIP guests and guest who need handicap access.

3. Have water bottles available for speakers by the podium or under their seats.

4. Ensure name tags are printed large enough for guests to read comfortably from a distance. Use at least 36-point or larger and a legible font.

5. If using an American flag on-stage, the flag should be placed to the audience’s left.

6. Research if any other events are occurring on campus simultaneously.

7. Avoid scheduling your events during holidays or close to holiday weekends - doing so will affect guest turnout.

8. Be aware of dietary restrictions; always ask for dietary restrictions on registration/rsvp. Share these names with your caterer. Have a system in place so that servers can pinpoint them.

9. Create buffet menus that can cater to various dietary needs and restrictions as needed (such as vegan, vegetarian and gluten-free options).

10. Have one bar per every 50 guests (100 guests will need 2 bars).

11. Screen your speakers’ speaking points - ensure that they portray your intended message.

12. Limit the programmed-portion of your event to 1 hour if guests are seated. If guests are standing, limit this time to half an hour. Do not overload your program.

13. When creating your guest list be sure to include alumni, donors and exceptional students.

14. Always have a plan B, especially for inclement weather.