

2019 Wellness Abroad: Event Host Guide





7 STEPS TO PLAN A SUCCESSFUL EVENT THAT SUPPORTS STUDENTS' WELLBEING

An event can be as simple as you want, like coffee chat or grabbing lunch together. Or it can be as big as you want, as long as you plan ahead. Customize your event with the guide by walking through a seven-step process of planning a successful event regardless of the size or scale of the event that you have in mind.

1. **Clarify Your Event Goal:** Having a clear objective of the event will help the planning process. Possible goals could include:
 - Organize a small social bonding event
 - Introduce your cultural heritage to those who are unaware of it
 - Share interesting findings and talk about the social issues with those who are interested
 - Organize a big networking event

My event objective: _____

2. **Prefigure Your Target Participants:** What type of participants are you reaching out, based on your objective? Your target participants could include:
 - Students who want to engage in socializing with local people outside school
 - Students who are seeking for some type of mentorship
 - Students who are homesick
 - Students who wish to be exposed to diverse culture
 - Students who are looking for an opportunity to de-stress

My Target Participants: _____



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3. **Choose Your Activities:** Plan appealing activities for your target audience is the way for your event to be successful. Your event can include one or many activities. Your activities may include:

- Cultural gatherings
- Themed parties
- Seminar style
- Simple and quick meeting
- Sports/physical events

My event activities: _____



WARNING: To reduce the risk incurred by unexpected circumstances, your event must abide by restrictions in Event Management Guidelines that Cornell University provides.

Restrictions are:

- The possession, use, and/or consumption of alcoholic beverages during an event, or in any situation sponsored or endorsed by the host, is expected to be in compliance with any and all applicable laws and regulations of the state, county, city, university and Inter/national organization.
- Afterhours events are held from 1 AM until 4 AM and are alcohol-free. These events are invite only, where non-members are in attendance and capacity stays within the facility's maximum occupancy of its assembly space.
- If beer is to be sold, you must hire a licensed catering service to cater the function and provide the alcohol for the event. The Alcohol Beverage Control Board legally defines the selling of alcohol beverages as: the charging of an entry fee, donations, cover charges, the purchase of other products for admittance, or the coordinated purchase of alcohol by an organization.
- It is illegal to transport (walk, drive, or carry) alcoholic beverages in an open container or consume alcohol in or upon any public sidewalk, street, highway, parking lot or public park within the City of Ithaca or the Village of Cayuga Heights.
- Indoor or outdoor amplified music that is considered unreasonable from a distance of 25 feet from the premises requires a noise permit from the City of Ithaca Mayor's office at 108 East Green St., (607) 274-6501
(Downloaded online from <http://dos.cornell.edu/cms/activities/resources/upload/NoisePermit.pdf>).

4. **Choose Your Ideal Event Location:** Consider the following:

- Accessibility
- Approval
- Backup location

My event location: _____



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5. **Determine Possible Partnerships:** Partnering with other organizations can help expand your event's reach and aids by giving helping hands. Also, figure out people who will be willing to help you hosting an event with various possible tasks(if necessary):
- Event promotion/marketing
 - Participant sign in
 - Event introduction
 - Activity leaders
 - Material coordination
 - Rainy day plan(for outdoor events)

Possible Partnerships: _____

6. **Promote Your Event:** If you want more target participants to know about your event, consider promoting through various resources. Consider the following:
- Social media posts
 - Images, graphics, and logos
 - Posters
 - Email RSVP

Best ways to communicate with target participants:

7. **Register Your Event for FREE:** Wellness Abroad encourages all events to be registered prior to one week before the actual event. All it takes is five to ten minutes to register an event. However, you can take as much time as you want as well. You will have to create a host login to the Wellness Abroad website before having the ability to register an event.

If you have further questions, or suggestions to improve Wellness Abroad in supporting event hosts, please reach out to wellnessabroad@gmail.com.



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