



The Collegiate Entrepreneurs' Organization
CREATING A WORLD OF OPPORTUNITIES



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Chapter Event Planning Guide

Membership - Chapter Guides - Event Planning Guide

Event Planning Guide

Adapted by the Collegiate Entrepreneurs' Organization

Step 1 - Event Brainstorming

Have your executive board brainstorm unique meeting or event ideas for members. Start with purpose for creating an event and work from there. You can also open a survey on Instagram poll where members can submit ideas for an event.

Clearly define your objectives, what are you looking to achieve?

Example: We are looking to connect our members with alumni. We are also looking to attract new members. Some ideas are an alumni networking event with free food and drinks, CEO alumni table at the next tailgating event, or dinner with an entrepreneur who graduated from your university.

Step 2 - Event Decision & Description

Decide which idea is the most feasible and will work with your budget (Don't let a budget or lack of a budget get in the way of creating an event! Fundraising and creativity can go a long way!). Make sure the event you go with will provide value to your members or audience.

Once you have decided what you are going to do, write a description of your event to ensure every team member understands what exactly will be happening. This will also help with knowledge transfer for future years and begin an index of events to choose from for years to come.

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Step 3 - Create an Event Master Plan

Create a master list of everything that needs to be done for this event to happen and be successful. This typically includes:

- Venue, logistics, & catering management
 - Speakers and presenters (identifying, confirming, logistics & management)
 - Activities and entertainment
 - Publicity and promotion (online & off-line, such as web page & online promotion; events calendars; printed programs; media relations; signage; social media, etc.)
 - Registration (online sign-up, payment and tracking; on-site sign-in, etc.)
 - Sponsor and partner management
 - Team management and responsibilities
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Step 4 - Create a Marketing Plan

Create a plan on how you will get people to your event. If this is a smaller event, consider an email to active members of your chapter and social media posts. If this is a larger event, create a content calendar and look at online and offline marketing tactics such as flyers, your university website or newspaper, a social media contest, etc. Creating a list of target contacts is always a good idea too!

Make sure to have someone take pictures at the event to be used in the future!

Step 5 - Assemble Your Team

Who is going to be responsible for running the event? Choose a person to lead the event and team members who will be helping with the creation and execution of the event. If it's a larger event, this may be a chance to get general members involved and create a committee!

Step 6 - Set a Date & Book Your Space

Pick a date that will give you enough time to organize the event and properly market it. Make sure it won't conflict with other major events happening on campus and pick a date/time that makes sense. Ex. Don't plan a workshop for a Saturday night.

Use your campus booking system to book a space for the event. Be sure to include setup instructions or contact the proper person to ensure you have all the necessary tables, chairs, or other materials that would be provided by the university.

Make sure you will have enough space for your estimated number of attendees. A good way to estimate is using the number of students who generally attend your events and add a few extra if it's a special event. If it's a large-scale event, book a space large enough to hold the number of people you hope to get there.

Step 7 - Determine Day of Processes

To ensure you're prepared for anything, prepare an agenda that will walk you through the whole day from setup to cleanup. Including every detail, no matter how small, will help you feel like you have it all under control!

Example:

11:00 Logistics Team sets up tables

11:30 AV set up - Jared

12:30 Opening Ceremony

12:45 Lunch set up - Jess

1:00 Lunch Break

Step 8 - Planned Scenario (*Optional*)

This is a forecasting tool used to prepare for almost anything. While not necessary, it will help reduce the impact of issues that arise and avoid risks.

Example: If your keynote presenter can't make it because they're sick, we will have a breakout presenter ready to go and ensure the keynote contract states they do not get paid if they don't present.

Step 9 - Post Event Evaluation

Did the event turn out how you expected? Discuss how it went with your team to go over what went well and what didn't go well. Take notes so that necessary changes can be made if you repeat this event in the future.



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CEO's Mission...

is to inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. With a diverse entrepreneurial community and global network, CEO provides student entrepreneurs with opportunities, events, chapter activities and conferences to help start businesses.



Association Management Software

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