



Planning your event

Design Your Event

These steps can help you plan a successful event:

- **Assess Needs**
 - What is the purpose or goal of this event?
 - What are you trying to achieve?

- **Brainstorm Ideas**
 - Discuss issues like event feasibility, available resources/funding options, logistics, inclusivity, and [accessibility](#). Produce an agenda to make planning easier.

- **Audience**
 - Who are you hoping to attract and how many attendees are you hoping for?

- **Initial Planning**
 - Determine the date. Do your dates conflict with other major events on campus? Not Sure? Visit the [Dartmouth Events Calendar](#), [Academic Calendar](#) , and [Dartmouth 5 Year Calendar](#) page for dates to avoid. Be mindful of time differences for virtual events. **Please note that other events on campus could impact hotels.*
 - Do you need to contact Safety and Security to discuss security needs?
 - Confirm the availability of any deans or program directors whose attendance is required.

- **Budget**
 - Do you have a budget? Consider facility fees, catering expenses (food, linens, staffing fees), AV, advertising, etc.
 - Will you be offering any outside speakers an honorarium? If so, how much? Are you covering their hotel/travel expenses?
 - Have you applied for funding through the Dean of Faculty or other areas?

- **Location**

- Where are you hoping to hold the event?
- Is this an on-campus event or another location?
- **Set-up**
 - What set up are you looking for? How do you want your room to look like?
Rounds, rectangular, classroom style.
 - Will there be food/drink?
 - Please note that there is no food or drink allowed in the classrooms.
- **Determine Technology Needs**
 - Will there be PowerPoint presentations? Videos? Speaking with Microphone needs?
 - What AV is required (laptop, screens, projectors, etc.)?
 - Is this a virtual event?
 - Adjust Zoom Settings & Controls to Protect Your Event
 - Careful consideration of Zoom settings is critical to a successful event.
 - *Best practice alert: Understanding Zoom settings helps to ensure a smooth-operating virtual event Without the proper settings, uninvited participants could compromise your event.*
Dartmouth CTS also provides Zoom support and is continually updating its [resource page](#) , and [Zoom security recommendations](#). We encourage you to continue to check back to those links frequently.
Note: not all settings can be adjusted through the Zoom Chrome extension. To review and change your account's settings, access Zoom through the dartmouth.zoom.us portal.
- **Marketing needs**
 - Is this a Dartmouth Public Event?
 - Share event details with your audience. If the event is open to the full Dartmouth community, register your event with the [Dartmouth Event Calendar](#) and advertise on [Vox Daily](#).
 - How are you inviting attendees? Email, mail, etc.?
 - Do you need people to RSVP? **Recommended for food planning.*
- **Finalize Plans**
 - Determine set up needs, staffing, supplies

- **Evaluation**
 - Do you need to evaluate how the event went?
 - Determine how you want to evaluate and when. Do you want to evaluate post program or during?

- **Accessibility**
 - When advertising make sure to contact information for anyone that may have accessibility requests.
 - Verify with the venue that the building is accessible for all.
 - AV-Captioning and listening devices are available but require two weeks' notice.
 - Handouts: Distribute in advance if possible
 - For more information about making your event accessible, please speak with [Student Accessibility Services](#).

Tips

- Ask key players—speakers, moderators, etc.—to arrive 45 minutes before an in-person event. Take time to walk through the event to ensure everyone knows where they should be and when. Conduct a sound check as needed.
- If a check-in table is used, ensure it is set up and ready to welcome participants 30 minutes prior to the start of your event.
- *If using Zoom, anyone overseeing the technology should sign in 30 minutes in advance to confirm meeting settings, controls, and the video/audio connection.*
- *Speakers, panelists, and event hosts should connect at least 20 minutes before the start of the event to test their connection, ensure they have been unmuted and are visible if needed, find the best lighting, review the agenda, and ask any last-minute questions.*