

Planning your next campus event is as easy as 1,2,3!

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Upgrade your audio with Monster

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Learn what it takes to plan a campus event

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Laptops for an affordable price



Set your goals when planning an event. Create clear and specific exhibition goals to drive performance and provide a focus.

Source: Event Industry News

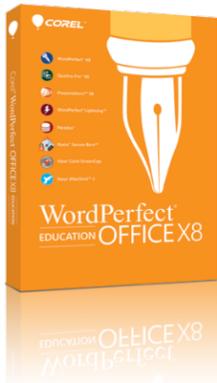


Allocate a budget for the event, a \$10,000 event will look very different than a \$100 event. Understanding your budget will help you get the most out of your event and get the creative juices flowing.

Source: OK Middle East Productions

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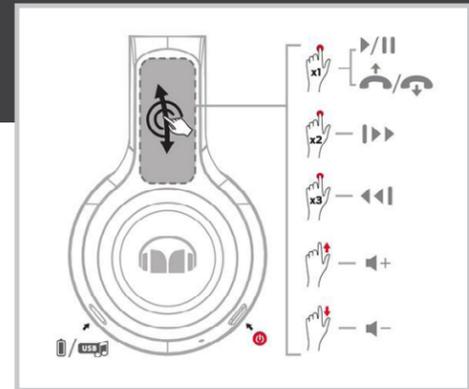
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COLOR	DSC#	VENDOR#	MIN	ESRP	COST
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COLOR	DSC#	VENDOR#	MIN	ESRP	COST
GREEN	97676	MHISRTFREONGBTWW	1	\$248.42	\$186.51
BLACK	97677	MHISRTFREONBKBTWW	1	\$248.42	\$186.51



ANATOMY OF A SUCCESSFUL EVENT

Technology has changed what it means to have a successful event. Chances are you have incorporated aspects of social media in your event planning, but are you going about it the right way? The way students relate to events is continuously changing with their increasing love of digital media. From brochures to websites and event guides to mobile apps, the way you plan events should be current with the times.

HERE'S WHY:

PRE-EVENT

BEFORE

Mailing List

Social Advertising is a powerful substitute for mailing lists. Marketers are investing more in it. Yet its effectiveness is tied to a wider social engagement.

After

SOCIAL ADS



BEFORE

Attendees decided to attend based on **impulse**

The risk of purchasing an event ticket is mitigated by online peers' recommendations. Serendipity engines with social graph integration such as Lanyrd or Plancast play an increasing important role in how attendees make decisions.

After

WE DECIDE TO ATTEND IF OUR PEERS DO

BEFORE

Planners selected speakers

Co-creation and attendees' involvement in the event design can be easily achieved with technology tools such as SXSW is doing with its Panel Picker. Involving attendees has clear benefits for engagement, satisfaction, and word of mouth.

After

ATTENDEES CHOOSE THEM

AT THE EVENT

BEFORE

Event Guide

Instinctively mobile apps are better tools than paper guides. Yet the positive impact of event apps on attendees' satisfaction to average uptake is somewhat obscure. Investing with caution is recommended.

After

MOBILE APP

BEFORE

Badges were just badges

Badges can benefit from the power of RFID. Attendees are able to enter contests, check in in different areas of the event, and send pictures online. They just need to swipe their badge.

After

BADGES ARE INTELLIGENT

POST-EVENT

BEFORE

Feedback forms

Social Media Monitoring tools are becoming an integral part of the event manager toolkit. Monitoring what is happening in real time at an event makes it easy to understand successes and failures.



After

SOCIAL MEDIA MONITORING

BEFORE

We asked for slides but never got them

Slideshare is becoming a prominent channel to stream slides. The opportunities for promotion and increased attendee satisfaction are evident.

After

WE FIND THEM ON SLIDESHARE

Source: www.eventmanagerblog.com



Give yourself extra assembly time. It often takes longer to set up an event than we expect. Keep in mind the physical construction of the event and the time it will take to distribute marketing materials.

Source: Event Industry News



Support your event by livestreaming. On demand video tools are powerful aids when promoting events and involve audience remotely. These tools favor in person participation and can save costs.

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