THE 5 E’S OF PLANNING AN EVENT

1. Choose the EVENT Type
   - What type of event will you host?
   - Size of the venue
   - Cost; if tickets needed
   - Throughout the year think about different audiences, different events, and introduce a balance of diverse programs

2. ENGAGE Your Audience
   - Think about your favorite place? What comes to mind?
   - What things make you keep going back?
   - Engage your audience before the event(flyers, emails, Facebook, work-of-mouth)
   - How do you connect with them to ensure they will come to your event?
   - How will you capture the attention of your audience? (background music, PowerPoint with pictures of past events, etc)
   - Have a specific start time (should be ready 15 min before the first person walks through the door)
   - Have a process (stay consistent in your messages, welcome people, introduce your committee)
   - Have an end point (thank you’s and plug your next event)

3. Set EXPECTATIONS
   - Your favorite place what do you expect every time you go there? Event planners should design your events this way
   - Set expectations at each stage of event planning—Set, Meet and even Exceed the expectations of your audience
   - Create a vision (what you want the event to look like), be optimist!!
   - If you have multiple things going on, create a program/agenda
   - Provide accurate information about the event (level of quality if having entertainment—set expectations in timely manner)
4. Create the **ENVIRONMENT**
   • Favorite place—how is the environment in the restaurant? (look, feel, atmosphere)
   • Produce quality in your room transformation (recreate a comedy club in the coffeehouse, recreate concert hall in the university auditorium)—**ex. Student Center Commons into a coffeehouse**
   • What look and feel do you want to create in the room?
   • After the thought, make it happen!! (decorations, room set-up, lighting, music—all components—**DOESN’T HAVE TO BE EXPENSIVE!!**)
   • Research the environment you want

5. Make the Event an **EXPERIENCE**
   • Difficult part of planning an event
   • Energy is individual to each person…so have to create a lasting effect from all angles
   • “Set the Stage”—create memories for your audience (have them talking about your events for days, weeks, months, even years!)

**FOLLOWING THE 5 E’s**

   • Transform the activity for each person
   • Create a buzz from each individual story
   • Help students find a place on campus that positively affects retention of students
   • **ENJOYMENT**: Most important E

**CITATIONS**


Adapted from Wartburg College Student Orgs page [http://www.wartburg.edu/orgs/index.aspx](http://www.wartburg.edu/orgs/index.aspx)