

PLANNING AN EVENT?

Here's what you need to know to execute a successful event from start to finish.

Getting Started

- **WHAT DO YOU WANT TO DO?** A successful event requires a well-conceived idea. Ask yourself:
 - Have I given myself enough time to plan and execute? Have I sought out potential collaborators?
 - What type of event will it be? A large party; a lecture; an academic panel; a fundraiser; etc?
 - What kind of speaker(s) do I intend to invite? Who's my audience?
 - What are the anticipated costs? Do we have sufficient funding? Can I find someone to help pay for the event?

Next Steps

- **EVENT PROPOSAL FORM:** Once you have brainstormed with your group leaders, complete an [event proposal form](#) and speak with [Sarah Bowman](#) about your next steps. Sarah is the Assistant Director for Student Activities and is your first stop when considering any events where speakers and guests are invited. It's important to discuss who will be speaking at your event as it impacts many other aspects of your event. Sarah is also the best person to help you figure out logistical matters like when the event should take place, advertising, setup, catering, and audio/visual needs.
- **EVENT MANAGEMENT SYSTEM:** Your event coordinator must formally make your date and room request on [EMS](#).

Resources

- **WHO DO I TALK TO?** You must contact the following people to help you secure a VIP speaker, invite a group of alumni, and/or solicit firm support. Communication with these people and departments is key to a successful event:
- **LANDING A VIP SPEAKER(S):** If you require assistance in getting the speakers you want for your event, our Alumni Relations, Public Interest Law Center, and Career Services teams are available to help. Contact [Emily Weinig](#) of Career Services, [Jamila Humphrie](#) of Alumni Relations, and/or [Jorge Luis Paniagua Valle](#) of PILC to begin the process.
- **RAISING MONEY:** You might be thinking about asking firms for financial support for your event. If so, you must contact [Jamila Humphrie](#) prior to soliciting funding from firms. She will want to see the solicitation letter and list of firms. It is important to make her aware of your intentions and to coordinate your efforts.
- **FIRM PARTICIPATION:** If you want to work with a firm or if a firm has offered to host an event, on or offsite, be sure to let [Emily Weinig](#) know as soon as possible. She also has a list of firms that are interested in working with you.

Follow Through

- **YOU'VE GOT WHAT YOU NEED; NOW WHAT?** When you've secured a speaker and the necessary funds for your event, check in with [Sarah Bowman](#) to coordinate promoting and planning the event. Figure out everything from posters to how many microphones you will need the day of the event. Each space, and more importantly, each budget, is different so plan ahead to best utilize your funding.
- **LET THE WORLD KNOW:** Post it on the NYU Law Calendar, but before you do, be sure to let the folks at Student Affairs, Career Services, PILC, and Alumni Relations know who has agreed to speak/attend your event. It's important for us all to be aware who is participating so that collectively we are following the appropriate protocols.

Food & Drink

- **NEED CATERING?** Students enjoy the benefit of several common spaces and discounted catering packages which work very well for a variety of events. [Sarah Bowman](#) can walk you through the options available when using a common space like Golding or Sexton Lounge. Some rooms, like the special event rooms Greenberg or Lipton Hall, have special protocols. [Elizabeth Thomas](#) of our Hospitality team has a variety of special student catering options if you choose one of the special event rooms. Catering to your needs, including dietary restrictions, is their specialty. Let her know well in advance what you have in mind so that she may fulfill your request within reasonable budget constraints.

Bring It All Together

- **EXECUTE:** A great deal of support and planning has gone into your event. Be sure to dot all the i's and cross all the t's.
- **CONFIRM:** Does everyone know what you need? Make sure your room setup, catering, and AV order is correct.
- **STAY IN TOUCH:** Be sure to check in and ask if your speaker(s) need accommodations; car service, powerpoint, etc.
- **REMINDE:** Send reminders to your group and invitees of what is happening and where. No one wants an empty room.
- **PRODUCE:** Get students to help with items such as: a printed program; nametags; thank you notes; etc.
- **STAFF:** Line up a crew of dedicated members to help the day of the event. Events should not be a one-person show.
- **ASK FOR HELP:** Let us know when you need assistance. We are happy to help!

Please visit law.nyu.edu/studentaffairs/studentgroupsandstudentactivityfunding for more details.