



UAHuntsville
The University of Alabama in Huntsville

Making your Events Meaningful
Student Leadership Conference
UAHuntsville
Saturday, March 2, 2013
Jennifer Brost



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In planning an event, you must answer
the following questions:

Why?

So what?

Who?

How?

When?

Where?

What?



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Question:

Why?



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Question:

So what?

Objectives



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Question:

Who?

Target Audience

Workers and/or Volunteers

Dignitaries

Special People



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Question:

How?

Cost



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Sample Budget									
100 people						150 people			
\$1,200.00	Continental Breakfast (\$12)					\$1,800.00	Continental Breakfast (\$12)		
\$2,000.00	Lunch (\$20)					\$3,000.00	Lunch (\$20)		
\$200.00	Audio Visual					\$200.00	Audio Visual		
\$250.00	Room Rental					\$250.00	Room Rental		
\$150.00	Speaker's Food Per Diem/Dinner Cost					\$150.00	Speaker's Food Per Diem/Dinner Cost		
\$2,000.00	Speaker's Honorarium					\$2,000.00	Speaker's Honorarium		
\$5,800.00	Total					\$7,400.00	Total		
\$4,000.00	\$40 registration fee for 100 attendees					\$6,000.00	\$40 registration fee for 150 attendees		
-\$1,800.00	Total Cost (surplus/deficit)					-\$1,400.00	Total Cost (surplus/deficit)		



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Question:

How?

Cost

Food, Seats, People

Market Your Event



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Question:

When?



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Question:

Where?



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Question:

What?



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Thank you
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