Sam Houston
STATE UNIVERSITY
A Member of The Texas State University System

Let's Talk!
Dollars and Sense….
Events that Create Money

LET'S TALK!.....

I. Typical Event Profile

II. This is How We Do It.....
Showcasing your students, alumni and faculty

III. Coordinating with Administrators & Deans

IV. Wearing all the "Hats"

V. Other Event Ideas that Create $$

VII. Dollars & Sense - Cutting Costs to Make a Profit

Let's Talk!..... About You

1. How long have you been in the event planning industry?

2. How large is your institution?

3. What area do you work in?

4. What types of events do you plan?

LET'S TALK!..... EVENTS

75% of events are centered around:

Sports

Music

Theatre

LET'S TALK!..... EVENTS

What is the typical event profile for Academia?

LET'S TALK!..... WHO & WHY

Alumni
Donors
Friends
Faculty
Administrators
Regents
Students
Staff
Community
Legislators

Scholarships
Cultivation
Donations
Appreciation
Recognition
Celebration
Reunion
Marketing
Education
Hospitality
Teambuilding
Commemoration

Let's Talk!.....WHERE & WHEN

Institution
Conference Center
Resort
Hotel
Restaurant
Sports Arena
Park

Breakfast
Lunch
Dinner
Late Afternoon

LET'S TALK!.....REVENUE

What can your institution do different
to make a profit or to save a few pennies?

Involve everyone !!

Alumni
Donors
Friends
Faculty
Administrators

Regents
Students
Staff
Community
Legislators

LET'S TALK!.....
AN EVENING OF CONVERSATION

Let's Talk! A Night of Conversation is a dinner event where experts cover engaging topics. Guests come together for a rare evening filled with lively, entertaining and challenging dinner conversation. It is an exclusive opportunity to share ideas within a small group facilitated by a notable host whose passion and in-depth knowledge of the discussion topic inspires and provokes ideas long after the evening is concluded.

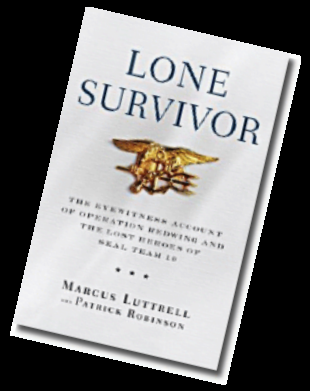
6:30 pm ***Cocktails***
7:30 pm ***Dinner & Conversation***
8:30 pm Coffee & Dessert

Let's Talk!.....
An Evening of Conversation

LET'S TALK!.....SHOWCASE

Keeping the American Economy Strong and Competitive
U. S. Congressman Kevin Brady
U. S. House of Representatives, 8th District of Texas

Making Cancer History
Dr. Jim Olson
Author and Distinguished Professor of History-Sam Houston State University



Lone Survivor: A Tribute to Courage, Honor and Patriotism
Marcus Luttrell
Retired, Navy Seal & Author of # 1 Best-seller Lone Survivor: The Eyewitness Account of Operation Redwing and the Lost Heroes of SEAL Team 10

Mixing the Ingredients for Success
Tony Mandola and Damian Mandola
Restaurant entrepreneurs: Mandola's Gulf Coast Kitchen, Damian's, Carrabbas, Mandola's Winery, Trattoria Lisina, Mandola's Family Market

Hot - Timely - Historical - Famous - Entertaining

Let's Talk!.....
An Evening of Conversation

- Involves Alumni, Donors, Faculty, Administrators, Community, Legislators, Staff , Regents & Friends of the University

- Opportunity to cultivate new and current donors *(remember they all don't like sports!!)*
  - Ask them to be an expert on their passion or past experience
  - Invite them to a different event that they "really" get something in return

- Creates an instant dialogue

- Focus is not on food or décor, it's on their experience at the event

- Revenue from the event goes to the students, which goes back to the colleges

- Faculty strive to be asked as an expert at the event

- Sponsorship opportunities *(Big $$ gets you first pick of topics)*

- Book signing and promotion during coffee and desserts

Let's Talk!.....
An Evening of Conversation

Focus is on students….what our institutions are about

LET'S TALK!.....
AN EVENING OF CONVERSATION

DATE	Time	Item	Notes
Monday, September 21, 2009	***3:00 p.m.***	***Initial Meeting***	***Confirm Date & Discuss Speakers, Sponsors, New Committee Members***
Thursday, October 1		Deans Submission Due	Speakers & Sponsors
Thursday, October 1		Web-site Updated	New photos/ 2010 Event Information
Monday, October 19	***3:00 p.m.***	***Committee Meeting***	***Select Speakers from Deans submissions, disuss and select prospect speakers***
Monday October 19		Full Color flyer for prospective speakers	Marketing Materials
Monday, October 19		Letter to Potential Speakers	
Monday, November 16		***Committee Meeting***	***Finalize speaker selections and commitments from speakers, Start sponsor solicitation***
Tuesday, December 1		Speaker Commitment deadline	
Friday, January 8		Sponsor Brochure & Sponsor Letters Out	Marketing Materials
Friday, January 8		Web-site Ready for Posting	2010 Speakers Update/ Reservation Form / blurbs for speakers
Monday, January 25	***3:00 p.m.***	***Committee Meeting***	***Sponsor solicitation and selections***
Wednesday, February 3		Save the Date Mailed to Sponsors/ Speakers/ Guests	Marketing Materials
Monday, February 15	***3:00 p.m.***	***Committee Meeting***	***Discuss Program, Other Items***
Monday, March 8		Invitation Out: Invitation, RSVP Card, Map, Outer Envelope, Return Envelope	Marketing Materials
Friday, March 19		Invitation Email to Professors and Administrators	Marketing Materials
Friday, March 19		Letter to Speakers	Confirmation Letter
Monday, March 22	***3:00 p.m.***	***Committee Meeting***	***Finalize all details for event***
Monday, March 29		Confirmation Card Mailed to Guests	Marketing Materials
Monday, March 29		Event Program/ Book Marks/ Notepads/Table Numbers	Marketing Materials
Monday, March 29		Press Release: Houstonian, Today@ Sam, Huntsville Item	Marketing Materials
Thursday, April 8	***6:30 p.m.***	***Let's Talk Event***	***6:00 p.m. Private Reception with Speakers/ Sponsors***
Friday, April 9		Follow-up Press Release	
Monday, April 26	***3:00 p.m.***	***Committee Meeting***	***Event Evaluation***
Monday, April 26		Update Web-site: New date, photos, press release links	
Monday, April 26		Thank you card sent to sponsors, speakers, and guests attending the event	Marketing Materials

Let's Talk!.....Administrators

- Let them know the benefits that will come back to them
- Submit a clear proposal
- Show them examples from other institutions
- Do a SWOT analysis
- Get support from your Advancement Office and donors
- Coordinate with other departments on the event
- Piggyback with other events
- Have goals and deadlines for every job to be done
- Show a clear budget and cost saving areas
- Forecast your profit
- Have a committee "in place"
- Be confident
- Keep communication short and concise
- Start small…then grow your event

You Have to Spend Some to Get Some!!!

Let's Talk!....."Hats"

Custodian

Event Designer

Computer Tech

Florist

Production Manager

Caterer

Volunteer Coordinator

Accountant

Graphic Designer

Concierge

Audio Visual Coordinator

Event Manager

RSVP line

LET'S TALK!....."HATS"

- **Organization is the key to a successful event**
  - Keep a binder with all your event materials and correspondence
  - Have regular meetings with all parties
  - Distribute a production schedule that covers pre-event all the way to post event
  - Distribute a room diagram
  - Know your organizational structure for your event
  - Never Assume!
  - Communicate clear goals of the event
  - Always conduct a risk assessment
  - Have a pre-event meeting and review everything from top to bottom, get all the questions answered (load in & load out)

FAILURE TO PLAN IS PLANNING TO FAIL!!

Let's Talk!.....Your Ideas

Break into groups

Group Discussion - 15 Minutes
Presentation - 10 Minutes

Let's Talk!.....Dollars & Sense

- Always use a colored cotton linen and chair covers
- Go for smaller portion sizes for your entrée
- Have a floral club or student group do your flowers
- Use student volunteers to serve tea and water
- Serve wine only at cocktails and dinner or a Cash Bar
- Have a coffee bar for dessert, no alcohol
- Find your break-even point before you send out invitations
- Charge no less than $75 for dinner events
- Charge no less than $50 for lunch events
- No complimentary tickets
- Offer student tickets for guests to purchase
- Sponsors!!
- Use par-can lighting to create ambience lighting
- Always use china, paper only in special circumstances
- Follow-up with all guests that have responded or haven't responded…"there is limited seating"

Let's Talk!.....Dollars & Sense

- Send thank you cards from students to your guests, especially your sponsors
- Use students wanting to job shadow to assist with pre event, execution and post event, do not compensate them!
- Target vendors that you use often as sponsors, guests or to donate a specific item
- Prioritize your expenses….stick to your plan
- Keep gifts and amenities to a minimum cost, try not to have them at all
- Don't pay for any travel arrangements or accommodations
- Negotiate with all your vendors……we are in a recession!
- Coordinate with other event planners, use their leftovers!
- Always have with you: double stick tape, scissors and a black permanent marker

Let's Talk!.....

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Sam Houston State University
A Great Name in Texas Education