



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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