

What makes a good event?

- Planning—planning—planning! (*Verbal ideas in a hallway conversation do not constitute a plan.*)
- The planning committee includes diverse voices and respects new ideas.
- The committee understands that decisions as a committee are binding. The committee delegates decision making authority to individuals and/or subcommittees. Individual committee members may not redirect resources or make decisions that are in conflict with the authority and direction of the committee as a whole.
- There's a budget and it includes expenses for professional graphic design, photographer, videographer if those features are desired.
- Graphic design of flyers and publications align with MSU branding and CAL brand guidelines.
- Promotion and marketing begins at least 6 weeks prior to the event.
- Strong Communication --no surprises for committee, support staff, and the budget.
- Event starts and ends on time.
- Stays within the budget.
- Does not cause burdensome physical or emotional labor for committee members or support staff.
- Has good attendance.
- Meets measurable goals and objectives identified at the beginning of the planning process.
- Stakeholders are engaged in measurable ways.