

Conducting Special Events

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Special Events

Planned happenings that are designed to stimulate interest in your organization

Two Types

- Functional Event
 - Objectives
 - Tactics
 - Example: College commencement
- Institutional Event
 - Build goodwill
 - Example: Ewing community clean-up

Special Events Aim to:

- Attract attention
- Raise money
- Build image
- Satisfy social needs
- Show corporate citizenship
- Promote employee benefits
- Publicize products/services
- Conduct celebrations

Special Event Planning

- Define goal
- Create budget
- Determine partners
- Sponsors or donors?
- Create schedule
- Determine location
- Evaluate competition
- Recruit volunteers
- Assign responsibilities
- Execute plan
- Evaluate event

Publicizing Special Events

- Newspapers
- Magazines
- Television
- Radio
- Web sites
- Your Web site
- E-mail
- Businesses
- Community non-profits
- Invitations
- Letters
- Pod casts/V-casts
- Word-of-mouth

Helpful Hints

- ✦ Begin planning 12 months in advance
- ✦ Add 10% of your subtotal budget as contingency
- ✦ Legalities
- ✦ Talk to others who have conducted similar events
- ✦ Expect the unexpected

More Helpful Hints

- ✦ If something minor goes wrong, who notices?
- ✦ Always hold post-event critique

Event Evaluation

- | | |
|--------------------|---------------------------|
| ✦ Event itself | ✦ Entertainment |
| ✦ Budget | ✦ Food |
| ✦ Event management | ✦ Publicity |
| ✦ Committees | ✦ Registration |
| ✦ Location | ✦ Feedback from attendees |

[Prof. Farbman Law:]

➤ If the food stinks, YOUR EVENT WILL STINK!

[Questions?]
