

TIPS TO MAKE YOUR COLLEGE EVENT A HUGE SUCCESS

1. To leverage your investment, consider cosponsoring with another organization that has similar objectives. This could lower your expenses and increase attendance, benefiting both your organizations.
2. To create interest and enthusiasm ahead of time, set up a blog dedicated to your meeting or event. Here you can post teasers, discuss information to be presented or even debate related issues with potential attendees, all in an interactive online environment.
3. If there is a separate budget for education materials, consider buying some copies of the speaker's book (if the speaker is also an author). If you have enough for only 20 or 50 or whatever, then announce in your promotion materials that the first 20 or 50 to register (or if the event is free, then the first 20 or 50 to arrive) will receive a free autographed book. If there is no budget to purchase books, ask the author for a discount, and add the cost of the book to the registration fee, so each attendee receives a book when they attend (preferably autographed).
4. Keep cultural differences in mind when selecting meeting dates. Websites such as www.interfaithcalendar.org are an easy tool for respecting important religious holidays.
5. Before planning to record a speech, make sure you've obtained written permission from the speaker. Include language in the contract clearly stating that you intend to record and distribute the material. Distributing a speech without permission could be an infringement on the speaker's intellectual property rights.

6. Arrange for your speaker to be interviewed on that campus radio station. This can be done by phone the week before the program.
7. Make books marks promoting your event and have the book store put one in each bag along with the purchase.
8. If you expect a small group, remember that all students LOVE food. Go to Costco or Sam's Club for a big box of cookies. They won't need plates or forks, so you save that expense and mess. And they will be happy to have something to chomp on.
9. To make tracking meeting income easier, set up a separate bank account prior to your meeting, into which all registration fees and other advance income will be deposited. This way, all meeting-related income will be easily accessible in one spot.
10. When attendees register in advance, make sure they know what to watch for next. With online registration, you can set up an autoresponder that will inform attendees if registration materials will be delivered by email or snail mail or will be available when they arrive onsite.