



FOR QUESTIONS, SCAN
THE QR CODE AND JOIN
OUR SLIDO USING CODE
#1265827



INSTITUTIONAL ADVANCEMENT Event Planning 101

**INSTITUTIONAL
ADVANCEMENT
EVENTS TEAM**

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A woman in a pink gown and crown is playing a violin inside a large glass sphere. The sphere is illuminated from within, and the background features a rainbow and floral arrangements. The scene is set in a dark environment with colorful lighting.

Signature IA Events

External Events

Internal Events

EXTERNAL EVENTS

External Event Clients

- Non-University Group
 - Any group or individual that is not formally recognized or affiliated with the university.
- Individuals
- For-profit groups
- Non-profit groups
- Includes professional organizations, societies, other universities, governmental agencies, and political groups. These groups may include university personnel, alumni, and students acting as private citizens and not in collaboration with a recognized student organization.





EXTERNAL EVENTS

EXTERNAL CLIENTS

- Initial client inquiry
- Request for Proposal (RFP)
- Planning and communication
- Post event



INTERNAL EVENTS

INTERNAL CLIENTS

[Institutional Event Notification Form](#) (IEN)

TAMU-CC departments and organizations must fill out IEN when planning an event where external guests will be in attendance.

Please submit the form at least two weeks prior to event.


IEN LIST

- List is shared with the President's Cabinet and Campus Partners.
- Sent out weekly on Thursdays.

EVENT SERVICES SUPPORT

- Event Consultation
- Planning Resources
 - Event Management
 - Policies and Procedures
 - Connections





**WHAT DOES
IT TAKE TO
PLAN AN
EVENT LIKE
THIS?**

STEPS TO PLANNING A SUCCESSFUL EVENT

- Plan Early
- Purpose of Event
- Date and Venue Selection
- Budget/Funding
- Checklist and Timeline
- Printed Materials
- Run of Show
- Walkthrough
- Staffing
- Catering
- Vendors
- Seating
- Name Badges
- Program Rehearsal
- Day of Event
- Event Follow-up





EVENTS DATA

GUEST CONTACT INFORMATION

[IA Data Request Form](#)

TAMU-CC departments and organizations may request contact information for external guests (community, alumni, campus, etc.) for use .

Please submit the form at least twenty days prior to need.

REGISTRATION

- Microsoft Forms
- Share latest contact info collected by your area with IAHelpDesk@tamucc.edu.

COMMUNICATION

- Pre-Event
 - Invitations & Reminders
 - "Day of" Information (check-in, parking, etc.)
- Post-Event
 - Thank You Message
 - Photos & Other Materials
 - Survey



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**“AN EVENT IS
NOT OVER UNTIL
EVERYONE IS
TIRED OF
TALKING ABOUT
IT.”**

MASON COOLEY

IA Event Services

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QUESTIONS