

The Keys to achieving a successful USF Advancement Event

A successful special event at USF should achieve the following standards:

1. Ability to articulate the following items in the initial planning process:
 - a. Target audience(s)
 - b. Key messages
 - c. Objectives for the event
 - d. Budget and funding sources
2. Invitations were prepared according the guidelines and were distributed on time.
3. Appropriate offices were notified in advance to ensure appropriate participation of key university officials and necessary security, avoid duplication of efforts and conflicting events, and consideration of development and fundraising efforts.
4. Response process went smoothly. The number of people replying and those attending matched.
5. Event planners had prepared contingency plans for weather, parking, and security issues.
6. The university president and appropriate senior staff were briefed ahead of time regarding the program, guests, and schedule.
7. Necessary internal and external communications were coordinated with news media through the Office of Communications and handled professionally.
8. Special accommodations and instructions for guests were taken care of ahead of time.
9. Nametags were prepared correctly ahead of time. They were easy to access for guests.
10. Elected officials and special guests were introduced according to protocol.
11. Guests were greeted in a warm and welcoming manner by various methods, such as signs, staff, and Students Ambassadors.

12. The visual elements of the event including invitations, signs, podium, banners and programs, all reinforced the USF logo and adhered to the university's visual identity standards and the publications department.
13. Following the event, appropriate individuals received recognition and thanks.
14. Invoices were processed in a timely manner.
15. Event costs were in line with anticipated costs.
16. Objectives were met and articulated.
17. Working through the media relations department, photos and post-event media release are submitted to local papers for social media coverage.
18. Written evaluation is prepared and placed in event file for future planning efforts.
19. In the end, people shared a laugh, had a great time, learned or experienced something new, and left with a positive impression of USF!