

Guidelines for Planning

Events @ The Brownhoist

So you're interested in hosting an event - that's awesome! We know how exciting, and challenging, event planning can be. We want you to succeed, so we have outlined some considerations, tips, and ideas to help!

OUTLINING

Pro Tip:
Consider holidays, weather, and other local events when choosing the "when" for your event.

Before making a reservation, we want to be sure the event is a good fit and will go off without a hitch. To make promotion and planning easier, make sure you can answer the following questions:

- Who will attend? (# of people, type of people to promote to)
- What kind of event is it? (Concert, party, fundraiser, etc)
- When will it be? (Date & Time. Check for conflicting events locally)
- Where will I host it? (Where in the building do I want to be)
- Why am I hosting it? (For profit, awareness, performance, etc)
- Which resources will I need to make this event a success?

LOCKING IN

If you have answers to all of those questions and the event makes sense, it's time to lock in! Make sure to do the following:

- Reserve space on Brownhoist website
- Sign & return reservation documents
- Add on ticketing, staffing, and cleanup if needed
- Pay deposit if applicable

PREPARING

Once locked in, now it's time to prepare & promote! Take a look at page 2 of this document, called "Guidelines for Promoting".

Now is also the time to make sure you have enough supplies & staffing.

EVENT DAY

No matter how prepared you are, life has a way of throwing curveballs & things might go wrong. It will be ok - we will figure it out!

Just remember the following:

- Show up early
- Stay hydrated
- Respect the building
- Ask for help

RECAP

Just because the event is over, doesn't mean you're done!

Consider the following to optimize your results:

- If applicable, add up ticket sales & subtract costs to find profit
- Make note of any issues & how they could be improved in the future
- Fill out our post-event satisfaction survey
- Create recap content to generate buzz & use for future events