

**Osher Lifelong Learning Institute**  
**Procedures for Event Planners**  
**On-Campus Events**  
**September 2004**

**Planning an Event**

**1. When**

Before you pick the date for an event, check with the Co-Chairs of Events (currently Joanne Baribeau and David Murray) and with the OLLI office (Susan or Kali), to make sure that there is not something else happening that day.

Start planning and making arrangements at least two, preferably three, months before the date of the proposed event so that there is adequate time to publicize.

**2. Where**

Once an event is decided on, finding an appropriate space on campus is always a problem. Susan will work with Space and Scheduling to find the most appropriate venue.

**3. Who**

The most important factor in the success of an event is member participation. Publicity and “buzz” are very important to OLLI events. How should the event be publicized? Newsletter? Email? Postcards? Announcements?

Remember that the newsletter deadline is the 15<sup>th</sup> of the month prior, e.g., anything for the January newsletter has to be submitted by December 15.

It is good to announce an event in two consecutive newsletters if possible.

**4. What**

If possible, give your event a catchy name. When the event is finalized, put together all information for the office. The OLLI office is staffed by volunteers who work a half-day a week. They will be the ones answering the phones, and they need the information at their fingertips. Be sure to include date, time, place, price, etc.

**5. Budget**

There is no actual events budget. Each expense must be cleared with Kali Lightfoot, director. Budgets should be cleared with Kali **before** an event is publicized.

Remember, you are in charge of the event – from beginning to end – but the office staff needs to be kept informed in order to answer questions as they arise.