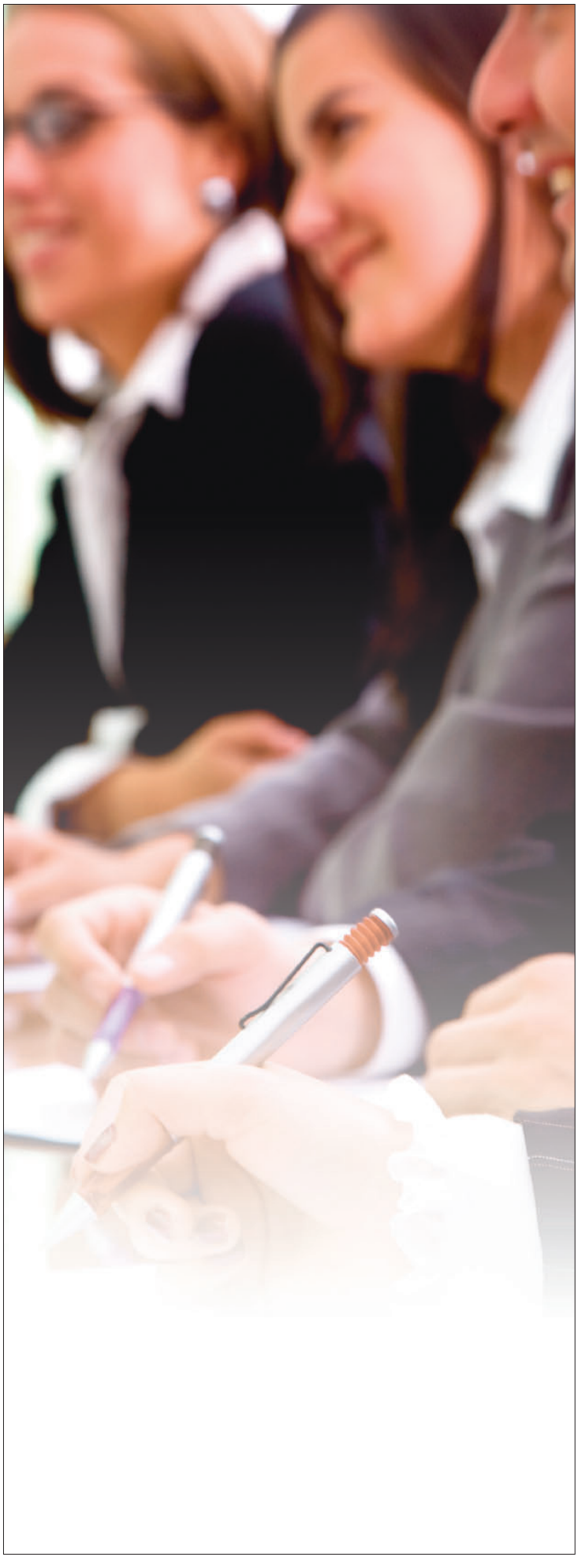


Event Planning Guide

Your guide to a successful campus event

EXTREME ENTREPRENEURSHIP TOUR

	1. Event **Setup**	2. Promo & **Logistics**	3. Event **Date**	4. Post- **Event**
Milestones:	• Agreement signed • Event date confirmed • Introductory EET/School conference call help • Room secured • Event time determined • RSVP system setup • Potential partners identified and recruited	• Customized marketing plan created and implemented • Speakers secured • Logistics organized • Media contacted	• 200+ attend the event and are inspired to take action on their business	• Data from registrations and evaluations are tabulated and analyzed • Photos and media from the event are shared
What EET Offers:	• Reserve date on travel calendar • Setup RSVP system • Setup link on http://www.extremetour.org • Send introduction package to school • Reach out to potential partners (optional) • Welcome package introducing you to the EET event and event planning process	• Create customized press release • Create customized marketing plan • Send school information package to school • Help reach out to panelists • Reach out to local media • Print registration and evaluation forms • Secure and coordinate with speakers	• Registration facilitation • Delivery of event booklet and gifts • Delivery of speaking program • Event staff and speaker coordination • Event setup • DJ management	• Scan, tabulate, and analyze registrations and evaluations • Send practical and inspirational emails to students • Share event photos and media
What Institution Offers:	• Sign agreement • Assign a contact with whom EET communicates • Work with A/V dept to ensure proper room set up • Book the venue • Choose how to build out the event • Reach out to potential partners (optional)	• Provide feedback on and approve marketing plan and press release • Promote the event on your campus using our templates and support • Coordinate the catering (optional) • Invite local panelists (optional)	• Introduce the event to attendees at the very beginning of the event	• Analyze registrations and evaluations

EXTREME ENTREPRENEURSHIP TOUR

1. Event **Setup**

EET Provides:

Password-Protected School Resources Intranet

- Free event promotion and corporate sponsorship best practice reports
- Poster, flyer, tent card, and tri-fold brochure designs
- Template and sample promotional materials
- Event guide and marketing / logistic checklists
- Template emails to students, faculty, and sponsors
- Customizable lesson plans for professors
- Easily accessible event materials, including panelist instructions, EET logos, and introduction guidelines
- Conference call recordings for ongoing reference

Event Planning Support Staff

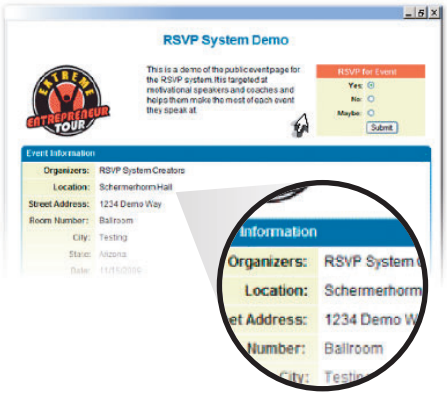
- A dedicated member of the EET will be available to provide support, answer questions, and keep you updated before the event.

Event Welcome Package

- Upon EET's receipt of a school engagement agreement, you will immediately be provided with a Welcome Package that introduces you to the event and event planning resources. The Welcome Package will be your guide in beginning our work together.

Planning Conference Calls

- Three support conference calls are held prior to each semester to help contacts from each school share and learn best practices for marketing and event logistics.



Co-Branded, In-House RSVP System

- Assess the number of students expected to attend the event in real-time and gauge the effectiveness of marketing campaigns by viewing the number of new RSVPs
- EET uses a pre-registration list to check people in at the event, reducing the bottleneck at the registration table at the beginning of the event
- Run marketing campaigns that reward the first students to RSVP
- Customize the look of the RSVP page according to your school
- Collect full names and emails of attendees for class extra credit and event follow ups
- Promote a unique URL to students at your school
- Engage RSVPs before the event with automatic relevant and educational emails are sent to RSVP list to increase event attendance conversion

School Provides:

- Sign school engagement agreement and send payment in full to confirm your school's date
- Assign a contact person at your school with whom EET staff can communicate and coordinate with about the event
- Choose to customize or build out your event in a manner of your choosing (suggestions provided)
- Inform EET of any requested changes to the standard 3pm-7pm schedule
- Choose and secure the venue; Provide EET with the venue location
- Provide EET with a high resolution school logo to use with RSVP system
- Work with A/V department to ensure that the room is set up with the proper equipment the day of the event (EET to provide A/V and setup requirements to your A/V staff)

2. Promotion & **Logistics**

EET Provides:

Speaker Coordination

- EET identifies speakers that would be the best fit based on gender, ethnicity, location, and industry, contracts them to speak, and coordinates their travel and lodging.

Print Registration and Evaluation Forms

- EET prints copies of registration and evaluation forms.

School Information Package

- Prior to the event EET provides school with a school information package that includes the team's travel and contact information, a summary of the event information previously discussed for reference, and speaker bios. Speakers are also provided with an information package that includes background on the school, culture, and local community in addition to expected audience size and composition so that they can tailor their presentation to your event's specific needs.

Local Media Outreach (*optional*)

- EET will target, send out a customized press release, and follow up with local radio, newspaper, and TV media outlets prior to the event. Furthermore, EET founders and speakers are available for interviews both on the event day and in the days leading up to the event. If your school prefers that you work with an in-house Communications or Media Relations department, EET can support their work by providing a template press release and following up with phone calls after they have sent press releases to media outlets.

Panelist Outreach (*optional*)

- EET provides a panel moderator and speakers from earlier in the day to participate in the panel. EET encourages schools to involve alumni, student or community entrepreneurs, or faculty engaged in entrepreneurship as additional members of the panel. Local panelists, particularly those involved with the school, allows more campus integration as well as provides a local perspective for audience members' questions. However, if preferred by the school, EET will recruit local panelist entrepreneurs via EET's network of national entrepreneurship organizations with regional groups and offices.

School Provides:

- Promote the event on your campus using our templates and support
- Identify and reach out to student leaders and student organizations to assist in promoting the event at a grassroots level
- Provide input and approve final customized press release
- Choose an appropriate school official to open the event with 2-3 minute comments and introduction of the event moderator
- Work with EET to determine how you would like the exhibit portion of the event to look and confirm exhibitors
- Secure approval for parking the EET bus on campus
- Decide whether the school would like to video-record the event
- Gather names of professors who will be bringing their classes and / or who will need tracking of attendance for extra credit (EET will provide those professors lists of attendees from their classes)
- Provide EET with contacts to local media (optional)
- Coordinate the catering of refreshments (optional)
- Invite local panelists to take part in the panel (optional)
- Provide feedback on and approval on registration and evaluation forms (optional)

3. During The **Event**

EET Provides:

Event Program

- EET delivers an exciting and educational program that has been proven to inspire students to take immediate action on their business ideas.

Event Staff and Speakers

- Event Master of Ceremonies
- Workshop Facilitator
- Two Keynote Speakers
- Tour Manager

(A total of three EET speakers will be present for your event.)

Event Setup

- The EET team will arrive hours before the event to set up banners, the registration table, and to work with the A/V team on campus to check and confirm sound, lighting and room temperature.

Registration Facilitation

- EET staff will set up and man a registration table with event materials and sponsor giveaways. (Depending on the size of the expected audience, student volunteers to assist with registration are greatly appreciated.) Pre-registrations are checked off as they arrive, and unregistered walk-ins will fill out a registration form provided by EET. Upon checking in, all attendees are provided with a "goodie bag" of event materials. Any materials that the school would like to give away can be included in the "goodie bags". Students attending for extra credit can be tracked at this time as well, if requested in advance.

Relevant Books

- EET provides a selection of books and audio programs authored by tour speakers for purchase throughout the event. (Note: These reading materials are offered as additional resources for attendees, and there is no pressure to purchase at any time in the event.)

Event Workbooks

- All attendees receive a full-color, glossy event magazine with profiles of speakers, links to valuable entrepreneurship resources, workbook activities, a life plan template, and practical articles to help attendees go from an idea to a profitable venture.

DJ Management

- EET has created a high-energy, motivational list of songs, which it plays throughout the event to keep the energy high.

Free Give-Aways for Participation

- Over $300 in sponsor promotional items and relevant books will be given to attendees to encourage a culture of participation.

School Provides:

- School contact person meets with EET upon arrival to give directions in unloading and parking the bus, and to introduce the team to the venue and A/V staff
- Room is setup according to tech requirements on school resource web site
- An A/V tech is available three hours before the event and during event to ensure proper setup
- A school official introduces the event
- Student volunteers are available to assist with registration half an hour before the event begins (optional)

4.
After the **Event**

EET Provides:

- EET scans in all event registrations and evaluations and sends to school
- EET converts all of the scanned documents into an excel file with data and charts (name and email addresses of all the attendees are provided)
- EET sends a series of informational articles that help students take action delivered via email
- Attendees are invited to take advantage of complimentary access to JourneyPage.com, a post-event online support system and networking community for attendees
- Photos taken by EET during event are shared with school
- Media coverage collected by EET is shared with school

School Provides:

- School completes a close out report to give feedback to help EET grow and improve.
- EET appreciates the school sending any copies of articles or media coverage that is received on the event.
- EET appreciates the school sending any pictures taken during event.
- If school video-recorded the event, school provides a DV copy to EET.

How to Build Out **Your Event**

Every school customizes the EET to their unique needs and goals.

Below are specific ways you can choose to build out the event at your school and reach out to different departments:

Provide Refreshments

- The EET networking and exhibit breaks are a great time to offer the audience refreshments! Often times, a local restaurant will be willing to donate all or part of the refreshments provided.

Bring Back Alumni

- Recognize top alumni and bring them back to your school with a "Your School Name" Alumni Entrepreneur of the Year Award and/or a Lifetime Achievement Award.

Give the Event a Personal Touch

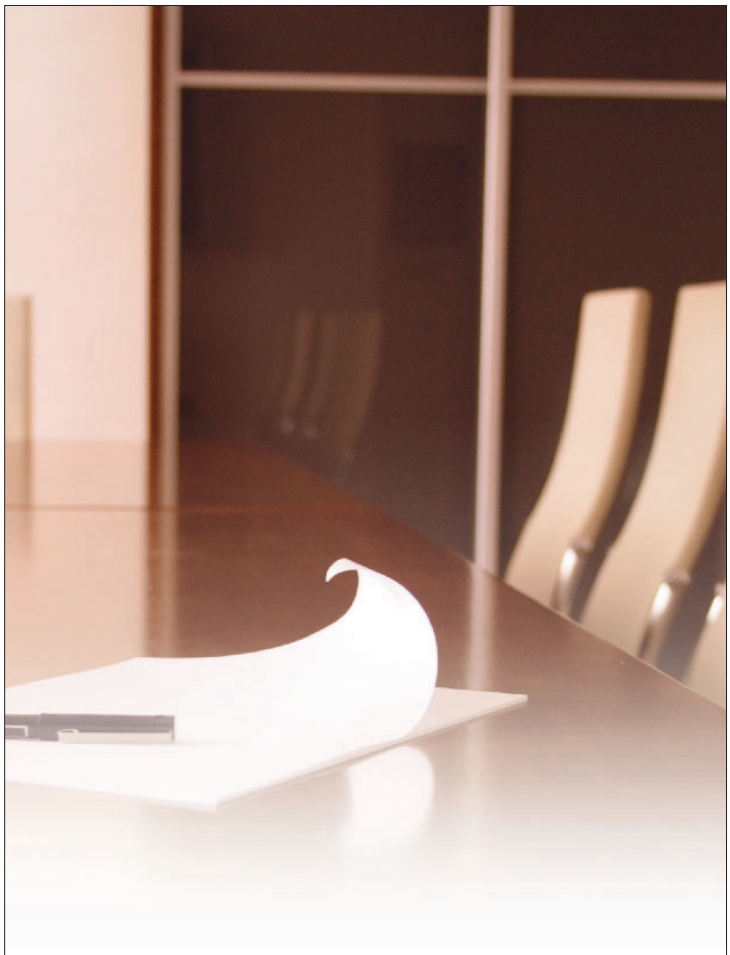
- Invite alumni entrepreneurs or top student entrepreneurs to speak on the panel to give students a local perspective on collegiate entrepreneurship!

Integrate the Tour into Other Events

- Coordinate your events to create an integrated programming calendar for the year. At the EET event, announce a business plan competition about to start or the winners of a business plan competition recently held. Showcase entrepreneurship services available on campus and in the local community.

Get Media

- While media and school recognition come hand-in-hand with hosting an EET event, schools can choose to turn the media another notch up! For an additional cost, EET will work with a division of Ruder Finn public relations to provide you with the guaranteed media that will turn your school into a known national leader!



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