**AEO AND YOU**

**A helpful guide for how Advancement Events can work with you to plan your event!**

Thank you so much for utilizing The Advancement Events Office for your upcoming event! We strive to be great partners and guide you in best practices during your planning process.

In this guide, you'll find a summarized road map of what AEO can do for you, along with what you can expect as an Event Owner.

It's important to remember that while AEO assists with several behind the scenes and logistical items, you are the voice and the driver of this event as a whole. AEO is here to help bring your vision come to life.

Define the who, what, and where of your event

# who

You are the visionary! What do you want your guests to experience during the event, and what is your desired outcome. Once you define your strategic objective AEO can help brainstorm or consult what is needed to bring that vision to life (venue, vendors,

interactives, etc).

Before you submit an event start thinking about the audience you want to engage. AEO will provide you with resources to build the right

list for communications, requesting leadership, and more.

what

Provide AEO with your ideal location ideas, and they assist with finding the perfect venue for this occasion. Or we can make

suggestions based on your strategic vision!

where

AEO helps with the

AEO will gather vendor quotes, requesting leadership attendance and providing best practices on any policies, procedures, or forms that may affect your event (i.e. nametags, alcohol, communications, spirit requests,

transportation, etc.)

# how

## Plan it out!

Define your budget, and share with your AEO contact

Need some help determining costs? AEO can provide best practices for a budget

Determine the right vendors for your event

AEO will coordinate all of the logistics, timing, budgetary items, and details for vendors and any leadership or enhancing elements for your event

Meet with Communications & Engagement Services (if applicable) and determine next steps for your save the dates, invitations, e-mails, and more

AEO will serve as a liason and a second set of eyes during this process.

Planning a program or presentation? We will look to the event owner to handle programmatic elements (speaker content, speaker gifts etc).

AEO will take your program content and work with AV vendors to best showcase your presentation.

Determine the flow of the event

We will look to you to brainstorm an event timeline. AEO will then advise best practices for a timeline and flow of event based experience on previous experiences.

You can expect AEO will...

Gearing up for your

event

**Prepare and hold necessary briefings (with event owner input and approvals)**

**Prepare and send confirmation e-mails or post event surveys to attendees (with event owner approvals)**

**Include communications and Engagement Services partners to decide what your audience will receive and how they will RSVP to your event**

**Create nametags for attendees if applicable**

**Coordinate with contracted vendors, from timeline to dietary requests Coordinate experience enhancements or keepsakes**

**Provide day of assistance, from registration, staffing, to tear down**

## As the Event Owner, we will look to you to...

**Ensure all content, such as invitations, websites, presentations, or programming, are prepared and proofed**

**Queries and lists are requested and proofed**

**Review briefings and provide any additional information such as timeline adjustments, volunteers, etc.**

**Relay any special requests or changes to AEO (if they happen!) Communicate special details to any keynote speakers or special guests if need be**

**Ensure all eRequests are submitted and up to date**