



Kent State University CRS Student Ambassadors plan an effective CRS Fair Trade sale.

event planning

TIPS AND IDEAS FOR CRS STUDENT AMBASSADORS

With your busy schedules and long to-do lists, it's important to keep event planning organized, efficient and fun so that you enjoy the process and plan effective events as CRS Student Ambassadors. Hosting events throughout the year is one of the most important ways to raise awareness and increase action on your campus for global justice, so let's get planning! These tips can apply to a wide range of event types—from CRS Fair Trade sales to solidarity prayer vigils to academic lectures.

BEFORE THE EVENT

- **MEET** with everyone who will be helping with planning and implementation. Be sure to have each other's contact information and a good system for ongoing communications—group texts, Facebook chats, emails. You may also want to designate ways or places to keep track of shared documents and spreadsheets throughout the planning process; Google Drive is one option.
- **DESIGNATE** roles and responsibilities early on to streamline the work flow and keep things moving along. Work smart, not hard!
- **CONFIRM** date, time and location before you begin to advertise and promote your event. Be sure to reserve rooms and check with other school calendars. You don't want to plan a huge event just to find out that

everyone will be going to the homecoming football game instead.

- **INVITE** your campus community. See our [recruiting one](#) pager for ideas, but be strategic with your invitations in order to reach audiences that are most interested and likely to attend. Are you planning an event on the refugee crisis? See if there are classes related to the topic and ask the professor to invite her students. Are you hosting a CRS Fair Trade sale? Think about when you might encounter a lot of hungry people—in the quad during lunchtime? Think big—social media & large crowds—as well as small—personal invitations and reminders.
- **BE DETAIL-ORIENTED.** It might be helpful to brainstorm a list of everything that needs to be addressed and planned for: weather, food allergies, budget, transportation, room set-up, A/V equipment, materials and resources, speakers/scripts, thank-yous, and the list goes on and on...



DURING THE EVENT

- **DESIGNATE** roles for each person. Don't forget to have someone to introduce speakers, welcome attendees, troubleshoot A/V equipment issues, coordinate food or snacks and offer a welcome and opening prayer. Think through the event start to finish and follow the plans you made as closely as possible during the event.
- **KEEP TRACK OF TIME.** Start on time and finish on time. Be courteous of everyone's schedules.
- **COLLECT CONTACT INFORMATION.** You'll want to know how many attendees you had. This way you can invite them to future events and/or invite them to get involved with your CRS Student Ambassador chapter.
- **BE WELCOMING** and hospitable. You will be running around handling lots of behind-the-scenes details, but take time to introduce yourself to new people and invite them to get more involved.
- **ASK FOR FEEDBACK** via a survey or just through conversation. Try to keep a sense of the room during the event in case you need to be flexible in order to adapt to the crowd. Make sure that you will be able to leave the event with a clear sense of what went well and what could be improved for next time.
- **KEEP THE MISSION IN MIND.** As CRS Student Ambassadors, you're not planning just any old event on campus. You are sharing the mission of global peace, justice and solidarity with your campus community, so remember to channel that mission and live it in big and small ways during the event.

AFTER THE EVENT

- **FOLLOW UP** with your guests to thank them for coming and invite them to stay connected—either by becoming a CRS Student Ambassador or coming to a future event. Also be sure to follow up on any questions that were asked that you couldn't answer on the spot, as well as any other recommendations your audience gave you.
- **THANK** all who helped with the event—catering, student center staff, faculty, speakers, other student leaders, etc.
- **DEBRIEF** the event with the planning team to discuss what went well and what could be improved. Incorporate any feedback you received from event attendees as well.
- **CELEBRATE** with your team! Take a moment to breathe and recognize your hard work and all that you accomplished.

QUESTIONS FOR YOUR GROUP

- What has been the most successful event we've put on? What has been the most successful event you've been to on campus?
- What are 2-3 concrete tips from this handout that we can incorporate into our event planning in the future?
- Where are our biggest struggles with event planning? Why? How can we creatively resolve them?



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