# Event Planning

The Claremont Colleges is a vibrant community with a plethora of exciting events. Whether attending a campus event or hosting one for your department, being purposeful and engaging is essential to elevate TCCS’ presence on campus and in the community. This guide provides valuable tips to enhance and maximize the impact of your future events.

## 1. Purpose

When hosting or attending an event, it’s crucial to identify its purpose and target audience. Pay attention to the event’s special nuances, such as location, program, and unique attributes. Showcase your services that best serve the attendees and brainstorm decor that complements the event’s theme. Strategically plan your event to emphasize TCCS’ presence and identity.

## 2. Prepare

After understanding the event’s purpose, develop activities to meet the audience’s needs. Gather relevant supplies and hold them in a practical grab-and-go box for the event. Ensure the decor colors, design, and style align with TCCS branding and create handouts for easy distribution to attendees. Arrive early to the event to set up efficiently and welcome guests from the start.

## 3. Promote

Generate buzz and increase awareness by promoting your event well in advance. Utilize email campaigns, newsletter articles, and social media posts to engage your community. Send communications at minimum a month before the event, followed by weekly updates, and increase frequency to daily updates in the days leading up to the event. Consider posting live at the event to showcase the giveaways and atmosphere, enticing even more attendance.

## 4. Look Your Best

Creating an appealing and inviting event space is crucial for a successful event. Ensure the space looks professional and attractive by incorporating branded materials such as t-shirts, tablecloths, tents, and giveaways with your department logo. To capture attendees’ attention, decorate the space with eye-catching elements. Take a moment to step back and evaluate the setup, ensuring it looks intriguing and your department is easily identified.

## 5. Engage

It’s the big day! This is your chance to engage with students face-to-face and showcase your services. Memorize a short script with key information to share with guests. Keep your department’s materials readily available to distribute during the event. Interact with students by incorporating activities, games, and hands-on materials at your table. Use prize wheels, craft-making stations, treats, photo booths, and games to entice passersby.

## 6. Stay Connected

An event is just a moment, but your connections can be lasting. Consider how you can maintain communication with attendees and encourage them to utilize your services beyond the event. It’s crucial to have mechanisms to track and record interested individuals for follow-ups. Examples include email list sign-up sheets, offering prizes for following your social media accounts, and collecting sign-ups for upcoming events. Make impactful connections to grow your community!

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TCCS Communications is available to assist with event strategy and material development. Please reach out to Communications@claremont.edu for assistance.