

MBA Program Event Planning Guide

New to event planning? We're here to help! The following is a comprehensive guide that will help you better plan your MBAA club event. For further clarification on event planning and advisory support, please contact Student Affairs Manager, Kamryn Kurtzner (kamryn@uw.edu). For event registration and logistics, please contact Student Affairs Program Coordinator, Kilian Olszewsky (kilian2@uw.edu).

Before planning an event, it is important to consider the following:

- Goals & Objectives: Make sure to contextualize your event to meet your club's mission and strategic goals. Ask yourselves how your event will cultivate community, professional development, networking, etc. (*you will be required to provide this information in the [MBAA Event Registration Form](#)*).
- Budget: How much will your club be able to afford? Will you be able to afford essentials such as equipment rentals?
- Timing: When planning your event at UW, be mindful of other events that could clash or interfere with your event such as the [cherry blossoms](#) going into bloom in late March, early April.
- [Catering and Alcohol Service \(Policies\)](#)
- Marketing and Promotion: How will you advertise your event?
- Event Accessibility: Are Evening MBA Students invited? Could student parents attend? Consider date, time, and location (will your event be remote?)
- Make sure to provide non-alcoholic options out of consideration from those who do not drink. Will alcohol be necessary for your event?
- [Parking and Transportation](#)
- [Photography and Video](#)
- Ticketing and Registration

Event Planning Steps

1. Pick a date and time

- Check both the [Full-Time MBAA calendar](#), as well as [Evening MBAA calendar](#) to see if there are any conflicts.

2. Explore Spaces

- Check for space availability based on your event needs through the following sources.
 - Reserve PACCAR 394/392 at lunch hour [here](#). To reserve, simply fill out the spreadsheet.
 - Consider other Foster controlled spaces. To reserve, view your options [here](#), indicate your preference on the [event registration form](#), and Kilian will be in touch.
 - [Here is information on all UW spaces](#). To reserve these spaces, you must pursue your registration with [UW Event Services](#).

3. Submit a request

- Once you have a space picked out, as well as logistics in place for your event, please fill out the [Event Registration form](#). Once your request has been reviewed, you will receive an event registration confirmation email.
 - *Note:* The student affairs team can assist with space reservations, speaker gifts, and parking passes. They are not, however, responsible for ordering catering, nor requesting alcohol permits or Temporary Food Permits.
- Create a calendar event and invite uwmbaalendar@gmail.com for Full-Time, or embaa@uw.edu for Evening. Please include the club name in the event title. The EVPs of Communications will accept and add your event to the MBAA calendar once it is approved.

Any questions about the summary above? **Contact VP of Communications.**

4. Day of Event

- On the day of your event, it is essential to follow protocols to prevent mishaps that could ignore [UW Foster policies](#). We created a comprehensive day of event check off sheets for both event [set up](#) and [tear down](#).

5. Post Event

- Send out thank-you note to any guest speakers, performers, or volunteers who contributed to the event's success. Express gratitude to attendees for their participation.
 - Event Evaluation:
 - Reflect on the event's outcomes and gather feedback from participants. Did you take a holistic approach to your event?
 - Identify areas for improvement and note what worked well.
 - Use this evaluation to enhance future events.
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Resources

Who to Contact

- MBA Student Affairs Staff
 - Kamryn Kurtzner, MBA Student Affairs Manager (kamryn@uw.edu)
 - Kilian Olszewsky, MBA Student Affairs Program Coordinator (kilian2@uw.edu)
- [Foster Facilities](#) (Or call (206) 543-1108)
- [Office of Special Programs](#) (Acquiring UUF & ASR forms)
- [UW Environmental Health & Safety](#) (Temporary Food Permit)
- [UW Police](#)
- Outside Vendors & Support
 - [Vendors & Caterers that have been acquired by MBA Program](#)
 - [Caterers used by the Foster School of Business](#)