



Robert F. Wagner Graduate School of Public Service

EVENT PROPOSAL/CO-SPONSORSHIP FORM

Submit this form **no less than 6 – 8 weeks** in advance of the proposed event to Lisa A. Taylor, Director, Special Events and Alumni Relations, 295 Lafayette Street, Room 2123; lisa.a.taylor@nyu.edu; Fax: 212-995-4165

Group representatives will be responsible for staffing the event, including set-up and clean-up, meet/greet and sign-in, as well as ensuring minimum required student/alumni participation.

TITLE OF EVENT: _____ VENUE: _____

DATE OF EVENT: _____ TIME OF EVENT: _____ - _____ NUMBER OF ATTENDEES: _____
FROM To

SPONSORING GROUP: _____

GROUP LEADERSHIP: _____ () _____
LAST NAME FIRST NAME PHONE EMAIL

DAY TO DAY EVENT CONTACT: _____
LAST NAME FIRST NAME PHONE EMAIL

TOTAL BUDGET: \$ _____ GUARANTEED MINIMUM # OF STUDENT AND/OR ALUMNI ATTENDEES: _____

OTHER CO-SPONSORING DEPTS./ORGANIZATIONS?: _____

DESCRIBE THE PURPOSE AND EXPECTED OUTCOME OF THE EVENT:

(As a result of this event, attendees will...) _____

PROPOSED TIME-LINE OF EVENT

SET UP BEGINS: _____ : _____ DOORS OPEN: _____ : _____ GUESTS ARRIVE: _____ : _____ PROGRAM BEGINS: _____ : _____
PROGRAM ENDS: _____ : _____ GUESTS DEPART: _____ : _____ CLEAN UP CONCLUDES _____ : _____
NOTES: _____

TYPE OF EVENT/ELEMENTS OF EVENT (CHECK ALL THAT APPLY)

THIS EVENT WILL INCLUDE THE FOLLOWING ELEMENTS...

- | | |
|--|--|
| <input type="checkbox"/> One speaker addressing audience <input type="checkbox"/> Panel discussion with multiple panelists <input type="checkbox"/> Power Point Presentation(s) <input type="checkbox"/> Roundtable Discussion <input type="checkbox"/> Moderator <input type="checkbox"/> Debate <input type="checkbox"/> Other (Please describe): _____ _____ | <input type="checkbox"/> Question and Answer Period <input type="checkbox"/> Pre or Post Reception <input type="checkbox"/> Book Signing <input type="checkbox"/> Professional networking <input type="checkbox"/> Purely social interaction <input type="checkbox"/> Interactive elements (not already listed) |
|--|--|

GENERAL (CHECK ALL THAT APPLY)

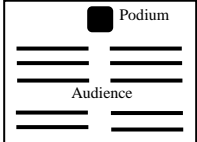
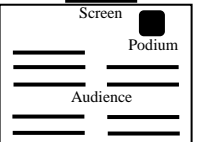
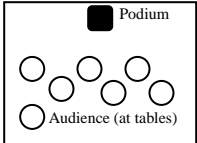
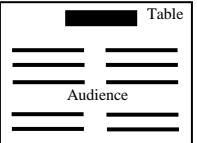
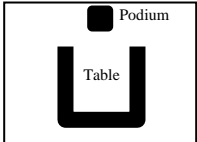
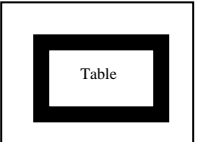
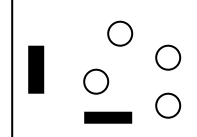
WE WOULD LIKE TO.....

- | | |
|--|---|
| <input type="checkbox"/> Invite Wagner students <input type="checkbox"/> Invite Wagner alumni <input type="checkbox"/> Invite members of the NYU community <input type="checkbox"/> Invite professionals in a particular sector/industry Which sector(s)? _____ <input type="checkbox"/> Invite the general public <input type="checkbox"/> Invite members of the press <input type="checkbox"/> Design and mail print invitations <input type="checkbox"/> Email invitations <input type="checkbox"/> Take online RSVPs <input type="checkbox"/> Produce/distribute a press release | <input type="checkbox"/> Market the event in online publications <input type="checkbox"/> Market the event in print publications <input type="checkbox"/> Provide food/beverages <input type="checkbox"/> Provide alcohol <input type="checkbox"/> Produce attendee name tags <input type="checkbox"/> Provide a printed program to audience <input type="checkbox"/> Have a check-in/registration table <input type="checkbox"/> To audiotape the event for later podcasting.* <input type="checkbox"/> To videotape the event for later distribution.* <i>*If you have marked "yes" on either of the above 2 options, you MUST get prior written permission of the panelists to do so.</i> |
|--|---|

ROOM/AV SET-UP & NEEDS (CHECK ALL THAT APPLY)

WE ANTICIPATE NEEDING....

- | | | |
|---|--|--|
| <input type="checkbox"/> AUDIENCE CHAIRS | <input type="checkbox"/> PANEL CHAIRS | <input type="checkbox"/> PANEL TABLE |
| <input type="checkbox"/> STAGE | <input type="checkbox"/> PODIUM | <input type="checkbox"/> TABLE TENTS |
| <input type="checkbox"/> TABLECLOTH(S) | <input type="checkbox"/> EASELS | <input type="checkbox"/> FLIPCHARTS |
| <input type="checkbox"/> FLOWERS | <input type="checkbox"/> TALL COCKTAIL TABLES | <input type="checkbox"/> BUFFET TABLE(S) |
| <input type="checkbox"/> A BAR | <input type="checkbox"/> BANQUET TABLE(S) W/CHAIRS | <input type="checkbox"/> LINENS |
| <hr/> | | |
| <input type="checkbox"/> MICROPHONES --- HOW MANY? _____ | | |
| WHAT TYPE? <input type="checkbox"/> ON THE PODIUM <input type="checkbox"/> ON THE PANEL TABLE | | |
| <input type="checkbox"/> IN AUDIENCE <input type="checkbox"/> ON SPEAKER LAPEL(S) | | |
| <input type="checkbox"/> OTHER _____ | | |
| <hr/> | | |
| <input type="checkbox"/> POWER POINT PROJECTOR | <input type="checkbox"/> POWER POINT SCREEN | |
| <input type="checkbox"/> CD PLAYER | <input type="checkbox"/> VCR /VHS PLAYER | <input type="checkbox"/> DVD PLAYER |
| <input type="checkbox"/> A "MULT." BOX (FOR MEDIA) | <input type="checkbox"/> CABLE TELEVISION | |

| | |
|--|---|
| <input type="checkbox"/> THEATRE  | <input type="checkbox"/> OFFSET THEATRE  |
| <input type="checkbox"/> BANQUET  | <input type="checkbox"/> PANEL  |
| <input type="checkbox"/> OPEN U  | <input type="checkbox"/> CONFERENCE  |
| <input type="checkbox"/> COCKTAIL  | <input type="checkbox"/> OTHER (DESCRIBE): _____ _____ _____ |

SAMPLE BUDGET

| BUDGET ITEM | PER ITEM COST | # OF ITEMS | TOTAL COST |
|-------------------------|---------------|------------|------------|
| PRINTED INVITE | | | |
| POSTAGE | | | |
| SPACE RENTAL | | | |
| CATERING | | | |
| ALCOHOL | | | |
| SPEAKER GIFTS | | | |
| AUDIO/VISUAL | | | |
| GIVEAWAYS | | | |
| PROGRAM/MATERIALS | | | |
| FLOWERS | | | |
| MUSIC/BAND | | | |
| PHOTOGRAPHERS | | | |
| DECORATIONS | | | |
| MISCELLANEOUS | | | |
| TOTAL | | | |
| STUDENT GROUP/WAA SHARE | | | |
| CO-SPONSORS' SHARE | | | |
| PROPOSED WAGNER SHARE | | | |

CONCEPTS TO CONSIDER WHEN PLANNING AN EVENT

Hallmarks of a successful Wagner special event

- 1) On message with the priorities and language of NYU Wagner
- 2) Engages participants in original ways
- 3) Builds community through active involvement
- 4) Incorporates a cultural context
- 5) Creates fun/buzz

How do I know if my event is a “special event”?

Event Criteria (every special event should meet at least three of these conditions):

- 1) Does the event “**partner Wagner with prestige?**” Who?
- 2) Is the event great for Wagner **students?** Why?
- 3) Does the event attract an **undergraduate** audience?
- 4) Does the event build **community** at Wagner? If so, between whom? (students, alumni, etc.)?
- 5) Does the event position Wagner with **opinion makers?** If so, who?
- 6) Does the event get Wagner in front of **prospective students?**
- 7) Is the event centered on a **high-profile speaker?** If so, whom?
- 8) Does the event expose Wagner to **funders?** If so, who?
- 9) Does the event get **press** coverage? Where?
- 10) Does the event promote Wagner to **elected officials** or **leaders** in a particular field? If so, who?
- 11) Does the event build the **Wagner brand and buzz?** If so, how?
- 12) Does the event generate **revenue** for Wagner?