



NORTHWESTERN  
UNIVERSITY  
IN QATAR

## EVENT PLANNING

### IDEA

*5 weeks  
before*

Approach SA Specialist/Student Activities Coordinator with the following worked out:

#### 5 Wildcat Ws

##### - Why?

- Determine purpose/Event objective
- What are you trying to achieve?

##### What?

- Event Name
- Event Profile
- Event Theme
- Vendors?



##### - When?

- Consult with SA for other concurrent events
- Check EC calendar
- Schedule of classes

##### - Where?

- On Campus/Off campus
- Space reservations
- Back-up options

##### - Who?

- Guest profile
- Number of invitees

#### N.B.

Contact NU Depts  
ONLY through SA.

Doubts? Questions?  
Consult with SA!

### PLAN

*4-5 weeks  
before*

#### YOU

- Contact catering/vendors
  - Obtain 2/3 quotes/options
  - Arrange for site visits (if outside catering)
- Reserve Spaces
  - NU-Q Spaces – Aaleeya Spence
  - Student Center – See EMS Directions
- Draft Budget
  - e.g.
    - bouncy castles
    - advertising (pull ups)
    - decorations
    - space reservations & catering,
    - branding/merchandise/giveaways
    - prizes
    - equipment/media
    - invitations
- Submit budget along with quotes and contact info to SA

#### SA

- Review Quotes with Business and Finance

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**FINALIZE**

*2½-3 weeks  
before*



**PUSH**

*1 week  
before*



**PARTY!**

**SA**

- Contracts signed
- Vendors paid
- If vendors cannot be paid in advance, SA handles:
  - Cash advance
  - Reimbursement
  - See LaKisha Tillman to make appointment to use ProCard (at least 1 week prior to event)

**YOU**

- If vendors cannot be paid in advance, SG can cover finances:
  - Reimbursement ( less than 100QR)
  - Ask SA for help/advice ( greater than 100QR)
- Create slides for digital screens
  - **1920 x 1080 pixels**
  - **Follow NU-Q branding template (See Brad)**
- Social Media
  - Facebook
  - Twitter
- Vendor Site Visit
  - Loading Dock
  - Finalize arrangements
- Invitations
  - Hand delivery?
  - E-mail?
  - Social Media?
- Final Push!!
  - Last Call for invites
  - Publicize!
  - 1 day before: reminders!
- Check in with vendors
  - Changes?
  - Updates?
- Check in with SA
  - Finances
  - Contracts
  - Reservations
  - Publicity/Outreach