

## 3. How Do I Plan an Arts Event?

Planning an arts event can be one of the most rewarding – and challenging – experiences you will have as a student at Emory. The reward of seeing your hard work pay off in a well-organized production or event is special, and you will learn more about yourself and your capabilities than you ever dreamed possible. In this section, you will find everything you need to know to organize and plan a successful event (from Broadway musicals to small, intimate galleries), including scheduling, funding, promotion, and preparation. Don't hesitate to contact Emma Yarbrough or Andrea Lentz if you have any questions or concerns, and good luck!

### THREE QUICK TIPS TO EVENT PLANNING

**1) Set your date and reserve your venue early\*\*\***

Make sure it does not overlap with other arts-related events by checking [www.events.emory.edu](http://www.events.emory.edu), [www.arts.emory.edu](http://www.arts.emory.edu), and Today at Emory (on the Emory homepage)

**2) Publicize, Publicize, Publicize!!!**

Try not to spam, because an inundation of advertising emails actually decreases the effectiveness of email advertising. Never underestimate the power of word-of-mouth...Hearing that an event is cool from a friend is more effective than another junk email.

**3) If you are putting a general call out for art submissions or performers...**

Make sure your organization also writes to artists individually. It's a compliment to know that someone wants to see your art, and you'll probably get more submissions that way.