



NEW! Successful Event Planning

with Vicki Taylor Brous

Wednesday, October 25, 2017

9:00 am - 12:00 pm

Fee \$70, includes refreshments

REGISTER ONLINE at www.hsctc.org/workshops

**Borg Warner Conference Room, Tompkins County Public Library,
E. Green St. at S. Cayuga St., Ithaca ([driving and access directions below](#))**

Presented by the Human Services Coalition

Co-sponsored by the Tompkins County Public Library

A WORKSHOP FOR ANYONE INTERESTED IN LEARNING HOW TO DESIGN, MANAGE, AND EVALUATE SPECIAL EVENTS.

Join us to learn the ins and outs of special event planning and management. This workshop will teach you how to design and manage events for fundraising, education, outreach purposes. Whether you are looking to organize a 5K race or a gala benefit, learn winning tools and processes that will make your event a success, now and in the future.

Topics will include:

- Event design – defining the role of events, defining purpose and objectives, and avoiding common design mistakes
- How to create budgets and articulate fundraising goals
- Promotion, marketing, and media
- Volunteer management & training
- Logistics management such as venue, technology, contracts, and vendor management
- Legal, insurance, and risk management
- Sustainable event planning
- How to measure and evaluate event outcomes to determine success

Participants will leave with templates and examples to use for their own events including checklists, spreadsheets, and access to a wealth of online resources.

About the Presenter:

Vicki Taylor Brous is the owner of Brous Consulting, a woman-owned, Ithaca based, marketing, events, and public relations firm that focuses on affordable solutions for individuals, small businesses, and non-profit organizations. Prior to starting Brous Consulting, Vicki worked for eight years at the Downtown Ithaca Alliance, a non-profit business improvement district, overseeing marketing and events.

Seeing the everyday struggles of businesses to fulfill their marketing and event needs, on top of the many hats that business owners already wear, Vicki started her business to provide comprehensive marketing, public relations, event services, and instruction. For over 20 years, she has worked with countless community organizations assisting with fundraising, grant writing, events, and strategic planning, including Willie Nelson's Farm Aid, and as the Director of local favorite, the Ithaca Festival. She teaches Meeting and Event Management at Ithaca College.

Registration and Payment

Register online at www.hsctc.org/workshops. If you are unable to register and pay online please call 607-273-8686 or email registration@hsctc.org.

Cancellation Policy

All registration sales are final. At times a workshop may be cancelled due to inclement weather or other issues. If this occurs, we will post the cancellation on our website: www.hsctc.org/workshops, email all registered participants, and refund any prepaid fees. If you plan to walk-in, please check our website for the most up-to-date information prior to attending.

Scholarships

Limited scholarships are available to agencies whose non-profit board and staff members cannot attend without one. To request a scholarship, email: registration@hsctc.org in advance of the workshop.

Snacks

Coffee, other drinks, and snacks are provided at all workshops; lunch is not provided. Attendees at sessions in the Borg Warner Room may leave and eat lunch on the beautiful Ithaca Commons.

Special Needs

Please notify us if you have any special needs; the Coalition wishes to make its workshops accessible to everyone.

For the comfort of everyone, HSC workshops are fragrance free. We appreciate your cooperation.

Driving and access

The Library is located in downtown Ithaca on the corner of East Green and South Cayuga Streets.

Directions for accessing the Library

The Library does not open its Main door until 9:30 am, so walk to the northeast corner of the building opposite the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Driving Directions

From North or South on Rt. 13 or 34: Proceed to Green Street in downtown Ithaca. Turn East (toward Cornell and downtown) on Green Street. Proceed approximately six blocks to Cayuga St, take a right turn and proceed as below.

From South on Rt. 96b: Proceed down hill on Aurora Street to East Clinton Street. Turn left and proceed to Cayuga Street. Turn right on Cayuga Street and proceed as below.

From East on Rt. 79 or 366: Proceed to downtown on State St hill and veer right onto Seneca St at the bottom of the hill. Stay in the left lane of Seneca St until you come to Cayuga St. Turn left on Cayuga St and proceed as below.

From West on Rt. 79, 96 or 89: Proceed east to Fulton St. Turn right on Fulton St and stay in the left lane. Turn left on Green St and proceed about seven blocks to Cayuga Street. Turn right and proceed as below.

From all directions: Park in the Cayuga St. parking garage behind the Library and across from the Hotel Ithaca, or in the Green St. garage (entrance is past the "Pay and Display" and after the Cinemapolis sign on the left) diagonally across from the Library. Please note that "Pay and Display" parking is an option but the cost is twice that of the Green St. or Cayuga St. garages. The Library does not open the main door until 9:30 am, so go to the northeast corner of the Library building next to the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Accessible Parking

We recommend parking on the first floor (it's actually the second floor of the structure) of the Green Street parking garage near the lime green wall labeled "Green Street." There is an elevator that will take you down to the ground floor which outlets at the crosswalk on Green Street. Cross the street, turn right and it's a short distance to the northeast corner of the library, next TCAT's Green Street Station. Enter at the door under the green canopy. The Borg Warner room is immediately on your right. If the accessible parking spots are taken near the elevator you can also go one floor up and there are more spaces next to the elevator on the roof.

The Coalition is a United Way agency.