



PUTTIN'
OUT THE
ITZ



WELCOME TO

PUTTIN'
OUT THE
ITZ

HOSTING

TOP NOTCH EVENTS ON A

CRACKER

CRUMB

BUDGET



YOUR HOSTESSES

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Georgia State University



YOU'RE INVITED!

Dr. Jun Liu

Associate Provost for International Initiatives
cordially invites you to attend the

Georgia State University International Center

Opening Ceremony
followed by a Reception and Guided Tours

Veteran's Memorial Hall, Dahlberg Hall

Wednesday, September 2, 2015

3:00 p.m.

Join the Office of International Initiatives for a global celebration
of the university's newly-established International Center.

Please visit international.gsu.edu/InternationalCenter to RSVP.





FEATURED PRESENTATION

RUN OF SHOW

Budgeting

Resources

Teamwork

Marketing

Lessons

BUDGETING

“Make it pretty, make it nice.”

- Lighting
- Drapes/décor
- Centerpieces
- AV equipment
- Catering
- Flowers

“Wait, wait, wait. Make it pretty, make it nice, but DON’T spend too much money.”

- ~~Lighting~~ (Just turn the lights on)
- ~~Drapes/décor~~ (Taking down the American flag will be good enough)
- ~~Centerpieces~~ (I think we still have some glass baubles from that earlier event...)
- AV equipment
- Catering (Okay, PantherDining can probably do some magic on a budget?)
- Flowers

RESOURCES

On-Campus Resources

- Catering -> GSU's PantherDining
- Music -> GSU's School of Music
- Facilities -> GSU's Facilities
- Centerpieces -> Oll's stock
- University Events Management
- ISAC

Off-Campus Resources

- Photo/video -> Freckled Goat (outsourced)
- Facilities -> Peachtree Rental
- Keynote speaker -> Consul General (based on our relationship)
- Floral -> ...

MARKETING

- Graphic Designer
- Save the Date & Invitation
- Backdrop
- Welcome Video
- Programs & Event Flyers
- Walking Tour Signage
- Directional Signage
- Elevator Signage
- Social Media Marketing
- Ceremonial Photography & Videography
- Website Banners & Editing
- Business Cards
- Nametags
- University Marketing
- E-mail Marketing
(GlobalFlash, Thank You Follow-Up)
- International Center Artwork
- Media management/news stories



Join Us!

International Center

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GeorgiaState
University

OFFICE OF
INTERNATIONAL
INITIATIVES



INTERNATIONAL CENTER

GEORGIA STATE UNIVERSITY



COURTLAND STREET

GILMER STREET

International Programs & Projects

International
Partnerships
& Agreements

Move-On
Visual
Demonstration

Community
Room

Study Abroad
Programs

International Center Tour

Dahlberg Hall, 3rd Floor

Confucius
Institute

Global
Gateway Visual
Demonstration

Study Abroad
Library

Elevators

AUDITORIUM PLACE



OFFICE OF
INTERNATIONAL
INITIATIVES

TAG THE TOUR!
#GSUINTERNATIONAL

[FACEBOOK.COM/GSUINTERNATIONAL](https://www.facebook.com/GSUINTERNATIONAL)

[INSTAGRAM.COM/GSU_INTERNATIONAL](https://www.instagram.com/GSU_INTERNATIONAL)

[TWITTER.COM/GSUOII](https://twitter.com/GSUOII)



TEAMWORK

- Internal committee with regular meetings
 - Explanation of tasks, volunteers
- “Teasers” (e.g. Oll’s video)
- Pre-event debrief
 - What to expect
 - Expectations
 - “Please be patient and know that, at the end of the day, we’re all on the same team.”

LESSONS LEARNED

(and there are many. . .)

- Reserve your venue the day before
- Spend less on catering
- Food: when can guests access it and what to do with diabetics
- Confirm any orders/deliveries at least twice
- Find staff who have talents instead of hiring someone (e.g. flowers)
- Ensure handicap-accessible seating
- Clearly mark/organize any reserved seating
- Organize and man your nametag table

LESSONS LEARNED

(oh so many. . .)

- Identify your VIPs and assign a handler
- Have VIPs tour/arrive first and take a picture
- Set your parking plan and assign helpers
- Communicate parking info and any delays (e.g. Braves) with vendors
- Manage your RSVPs (online registration, follow up multiple times)
- Alcohol options (teetotalers before 5pm)
- Have all media links live at least the day before the event

SHARE YOUR EXPERIENCES



THANK YOU!

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