5 Quick Tips To Keep Event Costs Low

$ Make a detailed list.
Start by creating a comprehensive list of everything you might need for your event. Don’t forget to include venue fees, catering, technology, marketing, program materials, entertainment, even parking! Taking the time to make a complete list at the beginning will prevent surprises (and exhausted budgets) later.

$ Get clear on fixed and variable costs.
Fixed costs won’t change with your head count (marketing, venue and A/V fees, for example). Variable costs (like catering) depend on the number of attendees. Getting clear on these costs will help you stay under budget, determine break-even points or calculate event ROI.

$ Reuse the general session room for a breakout session.
You have the room, so use it! The room could also be used for a reception or networking event at another point in the day. Think about ways you can repurpose rooms throughout the event and plan set-ups that allow for multiple functions.

$ Set up a water station.
Choose a common area and provide paper cups. Bottled water is not friendly to the budget or the environment! The dollars saved may come in handy for sodas to wake up a post-lunch sleepy afternoon session.

$ Recruit help.
Event planning can be tiresome work; don’t do it alone! Ask colleagues to participate in the planning process. Extra hands for gathering materials, confirming vendors and set up will reduce your workload. Plus, event planning can be a great team-building exercise!

Planning an event? We can help.
UofL’s Event and Conference Services team makes event planning easy. Whether you are hosting a large-scale conference or a small budget meeting, we have flexible spaces to meet your needs. We also offer event logistics and registration services.

Contact us today to learn how we can make your next event a huge success:
Visit uofl.me/BudgetEvents or call 502.852.0360.