



## 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](http://uofl.me/BudgetEvents) or call **502.852.0360**.**