

Planning Events

Event Checklist

Contractual Service Arrangements

- Check Pick-up

Reservations

- Room Reservations
- Technical Support Services
- Complex Programs
- Ticket Sales

Food and Beverage Provisions

- Request and Purchasing
- Using University Dining Service

Promotion and Publicity

- Promotional Guidelines
- Promotion Request Form
- Methods of Promotion
- Hiring Graphic Designers

Time, Place, and Manner Policy

Event/Program Security Policy

5-6 Weeks Before the Program:

Decide on the format of the program; consider the following:

- Length
- Focus
- Topic
- Theme

- Identify potential speakers and entertainers

- Set the budget for your program. The budget should include funding for supplies and promotional materials.

- Decide on a time and date. Make sure the time is convenient for students. Consider the academic calendar (breaks, finals, mid-terms, etc.); major campus events (Welcome Week, Fall Festival, etc.); people's daily schedules and living patterns.

- Pick up a "Planning Guide for Contractual Services: from Student Life before you contact the performer or entertainer.

- Reserve rooms for the program. Reservations for space in the University Union and hall space in academic buildings is reserved through University Union Reservations. Classroom space is reserved through the Registrar's Office.

EVENT CHECKLIST

The programming process is fairly systematic. The process is somewhat effortless if well planned; however if not well planned, it can be traumatic, tiresome, and tension-filled. Following is a checklist to help you keep on target with program planning. It should help you with the most common programming tasks. If you have any questions, or if your program is more complex, please contact Student Life. The staff will be happy to assist you.

- Reservations for special events can be made up to 1 year in advance. Space is reserved on a first come-first-served basis.
- Reserve dressing rooms if needed and arrange for local transportation if necessary.
- Make a tentative schedule.
- Design promotional materials Please see the "Promotion and Publicity" section of this chapter.
- Reserve banner space(s) through University Union Reservations.

3-4 Weeks Before the Program:

- Student Life will assist with sending confirmation letters to speakers along with contracts and maps if needed.
- Print materials for the program, such as posters, flyers, tickets, evaluations, etc.
- Arrange for special needs, such as microphones, lights, podiums, chalkboards, and extra chairs. Call Union Reservations for Union events and Media Resources for campus events.
- Meet with the Reservationist in Reservations Office, UU306, to decide on room setup. Be very specific when making reservations.
- Meet with University Dining Services to discuss food and beverage arrangements. If you would like alcohol served at your event, you must fill out an Alcohol Request form **at least 3 weeks prior to the event.** (Forms can be obtained from Reservations, UU306). The availability of alcohol at an event requires approval by the Director of the University Union, or the Campus Contract Administrator for events outside of the University Union.
- Schedule volunteers to work at the program.

2 Weeks Before the Event:

- Submit the food order to University Dining Service, Catering Department.
- Post promotional materials.

1 Week Before the Event:

- Begin final promotional push. (Hang banner if applicable; contact newspapers and radio stations.)
- Call to confirm the arrival time, directions, and last-minute details with speakers or entertainers.
- Confirm food, media equipment, special needs, and all other reservations.
- For security/event patrol required programs, meet with Union Assistant Director-Building Services and/or campus security to make arrangements and discuss coverage and roles.



Day of Event

- Pick up the check for entertainer or speaker from the University Information Center. Check the room and food setups before the program starts. Make sure lighting, seating, and technical equipment are set up properly. Check the dressing rooms for cleanliness, food setups, and supplies.
- Assign a committee member to act as a host to the performer. That person should help take care of last-minute needs and questions.
- Make sure performers and speakers have water available on stage (include this request in your catering service order).
- Assign someone to present the payment after the program is completed and you are satisfied with the program results.
- Do necessary introductions and wrap-ups. Thank presenters and audience for attending the program.
- Complete the contractual evaluation and verification slip which accompanies all contracts.

Consult with Student Life as soon as possible to discuss the program options. Allow at least 5 weeks prior to your event to complete contract.

After the Program

Evaluate the program by talking to program participants and organization members. Note the strengths and weaknesses of the program for future reference.

Send thank-you letters with feedback to the performers or lecturers.

Keep materials for your files.

Reservations

In the University Union:

If you need a room, booth, or banner space in University Union, stop in the Reservations Office, UU 306 or call 465-2200 ext. 28. A reservationist will assist you in selecting the room that is most suited to your program. You will then be advised on all the types of services available for your event to be successful. A tour can be requested if you are interested.

In the Phoenix Club:

The Phoenix Club is available to organizations interested in activities involving billiards, darts, and amusement games. The University Union encourages you to add this to your list of potential activities for the coming semester. Reservations will be based on availability, and fees will be determined by the number of participants. Arrangements for your activity can be made by contacting Union Reservations, UU 306. The Phoenix Club Programming Team will be consulted before reservations are confirmed.

Classroom Space:

If a room in the University Union does not meet your needs, classroom space can be reserved at the Registrar's Office.

Hall Space and Banner Space in Academic Buildings:

(For promotion or sales booths)
University Union Reservations reserves hall space in academic buildings for officially registered student organizations. This includes the tables sales areas in the Cofrin Library alcove. Students may stop in or call 465-2200 ext. 28.

Technical Support Services

A variety of technical support services, including some media equipment, is available to student organizations through the University Union Reservations office. The following procedures have been established to arrange for University Union Technical Services needed for an event or function.

- When planning an event with technical needs (staging, lighting, sound, etc.), the needs must be communicated to the University Union Reservationist. If you don't know at the initial visit, be sure to notify the reservationist of any technical updates. If you are having a band, you need to supply the band contract name and phone number so the Technical Service Coordinator can contact them.
- A 14-day notice is required for all technical service requests.
- If the needs of the program are complex, an appointment to discuss the program's details with the Assistant Director-Building Services and the Technical Services Coordinator is recommended to ensure a successful program.

Complex Programs

The following additional information may be needed:

- A contract rider with performer needs specified (if applicable), diagrams that may also be provided by the performer, contact information for the technical services staff to communicate directly with the performer, agent, or designee if needed.
- Specify the time that a technical services staff person is needed (for set-up, during the program, or both).
- All changes from those originally requested should be communicated to the Reservations staff.
- For last-minute changes at the time of the event, contact the University Information Center.



Ticket Sales

The University Information Center will sell tickets in advance for special one-time events that are held in University Union. A fee to cover the cost of labor, auditing, and depositing will be charged through the student organization's OFO account. Arrangements will be made at the time the University Union space is reserved. For information about ticket printing, see Chapter 4, "Accessing Agency and SUFAC Funds and Services".

Food and Beverage Provisions

Request and Purchasing

By contractual agreement with the University of Wisconsin-Green Bay, University Dining Services, Sodexo is the on-campus provider of food for student organization events and activities. For information regarding budget approval and request procedures, see Chapter 4, "Accessing Agency and SUFAC Funds and Services".

Consult with the OFO staff prior to any food and/or beverage purchase for an off-campus event using Segregated Fee or Agency Funding. Guidelines for using a food vendor other than University Dining Services must be followed by the student organization, and then only with prior Organization Finance Office and University Dining Services approval.

Requests involving any serving of alcohol at a student organization-sponsored event must be approved by the Director of the University Union, or the Campus Contract Administrator for events outside of the Union. Alcohol Request Forms can be obtained from the University Union Reservations and Catering Office. Specific event conditions will be required to meet the Campus Alcohol and Other Drugs Policy. See the Event/Program Security Policy in this chapter regarding the presence of an alcohol patrol at events where alcohol is present. Upon receipt of a completed and authorized Food Service Request Form, University Dining Services will provide the services specified. Payment for services rendered will be processed based on the amount approved on the

Food Service Request Form. A copy of any University Dining Services invoice will be made available for student organizations upon request.

Using University Dining Service

Information on the menus and services available from University Dining Services are described in the catering brochure available in the Student Life Office or from the University Union Catering Office. Please call University Dining Services at 2200 ext. 31 with your questions.

Advance planning of the event depends on the services being requested. Consult with University Dining Services to determine the time line for your event. By following these general guidelines, you will ensure proper service for your event:

- A minimum notice of **3 working days** is recommended for coffee and donut orders.
- A minimum notice of **7 working days** is recommended for small luncheons and banquets.
- A minimum notice of **14 days** is recommended for large banquets or catering.

If additional services are required at the time of the event, an authorized student organization representative may sign an additional Food Services request, available from University Dining Services staff. This student organization member thereby accepts responsibility of student organization funding or assumes personal liability for payment.

Special services such as linens and flowers are available for more elaborate or elegant affairs. Please be sure to specify any special request. There may be an additional charge.

Promotion and Publicity

Promotional Guidelines

- Promotion involves persuasive communication which creates a desire in individuals to attend an event. The most important thing to remember is that you cannot conduct a successful campaign alone, so get your group involved; you will need assistance.
- Establish an advertising budget. Be aware that some of the best publicity is free.
- Start your promotion about 4 weeks before your event and continue through the day of the event.
- Talk about your event; word of mouth is the best form of advertising.
- Start with inexpensive forms of advertising and build to more elaborate means.
- Develop and use a logo in your advertising.
- Use a slogan in your advertising.
- Use media coverage when it is possible to do so.
- Get rid of old advertisements.
- Consider co-sponsorship with other organizations. It allows you to increase your resources.

Make sure all promotional materials contain:

Who? (organization[s] sponsoring the event)

What? (a description of the event itself)

When? (date and time)

Where? (location of the event)

How Much? (if it's free, let people know.)

Familiarize yourself with University and University Union posting policies.

Promotion Request Form

Student Life and the University Union can assist in effective and free event promotion through a variety of on-campus communication channels including the "Campus Events Guide", the Student Life Website, cable access TV, This Week On Campus, and the electronic sign board. Please pick up a Promotional Request Form at the University Information Center and return it at least two weeks before your event. The deadline for publication in the "Campus Event Guide" is the first of the month **prior to the month of the event** (e.g. an October event would be submitted by September 1). This form can also be submitted electronically through the University Union.

Methods of Promotion

There are several promotional tools that registered student organizations can use to promote their programs. Please consider using these tools to publicize and advertise your next event. Virtually all of these services are absolutely FREE!

The Advertising Coordinator in the University Union can also provide general marketing assistance. Call 465-2200 ext. 24 for more information.

Fourth Estate (student newspaper). The Fourth Estate offers special rates on ads as well as some free notices to recognized student organizations. Organizations must receive prior approval from the Organization Finance Office before placing an advertisement. Students may contact the Fourth Estate's business manager at 465-2233, UU 130, for more information.

News Service. The University Communications office will write articles about and cover newsworthy programs your organization may be sponsoring. Contact them at 465-2626.

"This Week on Campus". This weekly notice of events and meetings provides a quick view of what is happening on campus. To have your program included in this publication, send your announcements to Public Safety, IS 1024.

Posters. Be sure to check the posting policies to make sure your posting plan is in agreement with campus posting policies. Remember that students are NOT allowed to hang their own posters. Materials to be posted in University Union should be brought to the University Information Center (UU 150). To post in other areas on campus, deliver posters to the Public Safety Office.

Banners. Attract attention with an eye-catching banner. Student organizations may reserve space to display their banners in the University Union through Reservation Services, UU 306, and drop off banners at the University Information Center, UU 150. Banners for spaces in academic buildings should be dropped off at public safety.

Cable Access Announcement. A on-campus cable station lists events occurring on campus. To have your event advertised through this medium, contact the University Union office or Residence Life. You may drop off completed Promotion Request forms at the University Information Center, UU 150.

"Campus Events Guide". This is a monthly calendar which promotes events on campus. This publication will use the graphics and descriptions that you provide. Drop off a completed Promotion Request Form and the University Information Center, UU 150. Contact the University Union Promotions at 465-2200 ext.24 for more information.

Mailings. Registered student organizations may request specific mailing lists and/or labels to target certain groups of students or audiences they are interested in. To get more information on how to get mailing lists or target specific groups, please stop in Student Life. Student organizations may also be interested in doing mailings to students, faculty, staff, or offices on campus since intercampus mailings are free.

Student Organization Mailboxes. Don't forget to inform other student organizations about events your organization is sponsoring by distributing information through student organization mailboxes located in the Student Life Office. Check your mailboxes often to stay up to date!

Promotion Table. Set up a table in the hallway or an alcove to promote your event. Attract attention with posters, videos, and smiles. You can take this opportunity to sell advance tickets. Contact Union Reservations in UU 306 to reserve space in University Union or to reserve space in academic buildings.

In-house Sound System. Student organizations wishing to advertise musical events on the University Union in-house sound system may do so on a first-come, first-served basis. Requests should be made to University Union Board three weeks prior to the playing date.

Classroom Announcements. Ask faculty you know to make an announcement about your program or organization.

Word of Mouth. This is the MOST effective promotional tool available. Express enthusiasm about your event to faculty, staff, and students in an attempt to create interest.

Campus Daily Planner. An annual planning guide including a daily event, program, and need-to-know dates listing. This is a free method of advertising for the campus that can aid in successfully promoting your event. A general deadline for submitting information to be included in the planner is mid-May. Contact the University Union Advertising Coordinator for more information, 465-2200 ext. 24.

To see which of the above services need prior budget approval consult Chapter 4, “Accessing Agency and SUFAC Funds and Services”.

Sidewalk Chalking. Sidewalk chalking can be an effective method of promotion. Contact Public Safety, IS 1024 before chalking any University walkways.

Hiring Graphic Designers

Student Organizations have the opportunity to use the services provided by University Union Promotions to assist with their design and desktop publishing needs. Some examples of promotional pieces include:

- 8 ½” x 11” flyers and posters
- 8 ½” x 14” flyers and posters
- 11” x 17” posters
- table tents
- brochures
- photo needs
- digital photography (must be provided on disk)
- laminating (charged by the ft.)
- banners (see Union Reservations for size and space availability)

In order to facilitate the successful completion of your graphics project, please observe the following guidelines when requesting graphic services:

-Submit a graphic request form at least 2 weeks prior to the date your material is needed. This date may vary according to material requested. In order to meet your distribution deadline, take into account the amount of time needed to complete the printing process.

Examples:

- *A brochure being printed off campus needs to be completed by graphics two weeks prior to the final completion date to allow time for printing.*
- *A banner can be requested two weeks prior to the date needed for posting.*

This time frame will allow sufficient time for a graphic artist to creatively and successfully complete your request.

Graphic Request Forms can be obtained at the University Information Center or University Union, 3rd floor, Reservations.

-Student Organizations must have **prior approval** from the Organization Finance Office to use their funding for the development of promotional pieces through the Promotions team—see Chapter 4. The production cost for the piece will be charged back to the requesting organization.

-The Promotions team will provide the student organization with the original piece and the organization is responsible for the printing arrangements and costs. The Promotions staff is available to provide some printing suggestions and advice.

-The organization or department is responsible for the proofing of the original piece. The Promotions department will not take responsibility for mistakes found after approval of the original graphic.

-Contact the University Union Promotions Graphic Services Office for additional information on promotional piece styles, sizes, etc.

University Union Promotions, Graphic Office
UU 311, 465-2200 ext. 23.

Time, Place, and Manner Policy

University Union, along with the university itself, encourages free expression that promotes the sharing, understanding, and acceptance of others to encourage learning. If an organization wants to use an area in the union for this purpose, University Union and University Union Board reserve the right to govern the request specific to time, place, and manner appropriate for their situation in accordance with all other university and UW-System policies, as well as local, state and federal laws. This is to ensure that the rights of the people reserving the space, people interested, and those not interested are respected.

Event/Program Security Policy

The University Union reserves the right to require an organization/group to engage paid or volunteer employees to provide crowd control, security, chaperoning, and to ensure compliance with codes and policies as it deems appropriate and necessary. *If necessary, University Union Staff will arrange for the additional personnel at the expense of the organization/group sponsoring the event.

All events occurring in the University Union will be reviewed for risk factors that may warrant additional event supervision or security. The review will determine the risk involved and whether it is appropriate for the campus. A level of security shall be established that assures the safety of people and the security of property in accordance with the UW-Green Bay Special Events Policy. To facilitate the review process, the Event Security Planning Worksheet has been established through representation from student governance and University department groups and individuals.

The Union Reservations staff will complete an Event Security Planning Worksheet in consultation with the Assistant Director-Building Services and/or the Director of the Union. After completing the worksheet, the event may be denied if the risk factors outweigh the capabilities Of or benefit to the campus community—or it may be accepted with certain conditions under which the event may be held. The event will then be confirmed subject to the required conditions for safety and security. Public

Safety will receive a copy of the worksheet to review and schedule officers according to their determination of security requirements.

Sponsors of the event will be responsible for the cost of security for the event itself if the level is higher than what would be normally required (i.e.-the cost of an additional Public Safety Officer). Failure of the sponsoring organization to comply with the required conditions to assure safety of people and property may result in the termination of the event, or the revocation of facility use rights in the future.

Members of the sponsoring student organization may be required to attend Event Patrol Training with the Union Assistant Director-Building Services at least 3 days prior to the event.

For more information regarding the Event Security Checklist, please see the Assistant Director-Building Services and/or the Director of the Union.

Solicitation Policy

This policy has been developed to reduce the number of times a potential donor is called upon to make contributions to the University. This policy applies to student organizations who plan to make “cold call” contacts by mail, phone, or in person, to solicit contributions from local businesses. Organizations wanting to solicit contributions should complete a solicitation Approval Request form, available in the Student Life Office. Please note that it can take up to 10 business days to process your request. If your organization receives unsolicited donations, you do not need to complete this form. If your organization has an ongoing relationship with a donor who makes an annual contribution, please send a letter to the Student Life Office, to let them know the details of this contribution.

Procedure for Requesting Donations:

- Complete the Solicitation Approval Request Form at least three weeks prior to the time that you wish to contact potential donors. This form is available in the Student Life Office.
- Please note that University Advancement has final approval on donor contacts.
- Requests are considered on a case-by-case basis.
- An organization's history with a particular donor may be taken into consideration and should be noted in the request for approval.
- Any history related to prior solicitation requests being accepted or denied will be taken into consideration and should be noted in the request for approval.
- Organizations must complete a follow-up report citing donors actually contacted, along with the results (donations or not).

Reporting Donations/Solicitation Activity:

- Student Life submits a monthly report of all solicitation activity by student organizations to University Advancement.
- University Advancement determines which potential donors should NOT be contacted.
- This procedure is reviewed annually by student organizations and Student Life.

Consequences of Non-Compliance:

- Organizations who do not follow this policy will lose access to funds and services for a period of 90 business days. Additionally, disciplinary sanctions may be applied as directed by the Director of Student Life.

