Complex Event Planning Guide

http://www.uwyo.edu/rso

Use this checklist to assist your group in planning a successful event. Remember, we may not have all of the specifics that your event requires on this sheet, so brainstorm prior to starting your event planning to make sure everything gets covered!

EVENT PLANNING SESSIONS: The various offices that support student events are working together to host informational sessions for student groups intending to host large events this year. These sessions are mandatory for any group planning to submit to ASUW for funding this school year. The dates and times for the sessions can be found here: http://www.uwyo.edu/union/cac/rso/resources-and-forms/event-planning-reservation.html

BRAINSTORMING (120 days out or earlier!)

- Will the event work?
- Does the event serve a need previously not met on campus?
- Do you have the resources (manpower, budget, facilities) to make it happen?
- What measures are you taking to ensure you can pay your performers and service providers up front?
- What is the anticipated attendance?
- What venues would work for the event? Contact Central Scheduling or the Union Events Office for ideas and availabilities.
- Are there other events scheduled that will compete with your idea/event? Check WyoCal and Collegiate Link.
- For large performance, consult with the ASTEC team to determine what technical requirements can be met for the preferred performers and what venues would be best to host the event.
- Contact Risk Management to begin discussion about potential issues if the event will include performers, catering and/or a physical activity for the group (ie, laser tag, a group march, a soccer game, etc.)

BUDGETING (90 days out)

Member(s) in charge:

- See sample budget planning sheet
- Read through guidelines to request funding in the ASUW Finance Policy, for a quick reference read the RSO Funding Board Brochure.
  "If requesting funds, complete the ASUW Funding Board Application in Collegiate Link. Groups must present to the board at least 5 weeks prior to their event, but are encouraged to submit as early as possible. If the request is over $5000, donations of 30% of the amount above $5000, must be verified by ASUW before the RSO can present to the board.
- If departments have donated to the event, complete the ASUW Department Donation Form
- Attend an Event Planning Session (see details at the beginning of this document)
- Contact event venues and service providers for estimates
- Create your own event budget
- For questions, consult the ASUW Director of Finance – Assistant to RSOs
- Are you prepared/do you have the funding to pay any potential required deposits?

SCHEDULING (60 days out)

Member(s) in charge:

- If not already completed, talk with Union Events Office (for events in the union) or Central Scheduling (for events held on campus not in the Union):
  - What size room do you need?
  - What kind of tech needs do you have?
  - What can you afford?
- If not already done, and complete required paperwork for space/venue requested.
- Have you received your event/space confirmation? If not, check on status with appropriate room/space scheduler.
- Contact your performer(s) and vendor(s) (if applicable) and schedule performance date. Be sure to use due diligence when negotiating contracts. Contact the Campus Activities Center support in this process.
- If you need sound or lighting services, make an ASTEC reservation.
Schedule a meeting to review your room setup needs. Request table(s), tent(s), chair(s), trash cans, etc.

Order your food through a campus approved caterer. If your preferred caterer is not on the list, contact Procurement Service to learn more about the process for having a caterer added to the list.

Discuss public safety and security needs with venue event coordinator - determine fire code capacity, develop plan for headcount/traffic flow, discuss crowd control issues, etc.

Determine ticket distribution/sales options. Contact the Information Desk if you would like to have your tickets distributed in the Union.

Schedule the travel arrangements for your performer (if necessary), including ride to/from the airport and/or hotel.

Book hotel and/or make dinner reservations for your performer (as requested)

Determine needs for VIP/distinguished guests, flag etiquette, etc.

Determine staff and security access/credentials

Again, review for any competing events

FORMS (see RSO Handbook to determine if you need any of these permits for your event)

Member(s) in charge:

- Reservation for Facility Use in Union
- Reservation for ASTEC services
- Activity Notification Form on Collegiate Link (required for all RSO events on campus)
- Alcohol Permit (if you plan to have alcohol served at the event)
- City Food Permit (Outdoor Events Only)
- Outdoor Amplified Sound (Outdoor Events Only – done with Central Scheduling)
- Waiver for Activities (as per by Risk Management)
- Certificate of Insurance (as per by Risk Management)
- CAC/7220 Entertainment Co-Sponsorship request
- ASUW Funding Board Application
- Performer Contract (Contact the Campus Activities Center for support in this process.)

ADVERTISING (45 days out)

Member(s) in charge:

- Create 11" x 17" posters for the poster run through the CAC. These can be up for 2 weeks.
- Create large posters for Union Breezeway. Only for events held in the Union - these can be put up one week prior to the event – bring to the Information Desk
- Reserve banner space for outside the Union or in the Skylight Lounge. Contact the Union Events Office to make a reservation.
- Table flyer distribution for Union Breezeway Tables. Contact the Union Events Office for sign specification and to make a reservation.
- Contact the Campus Activities Center for RSO listserv
- Visit ASUW RSO Advertising Resources list
- Submit your event to WyoCal.
- Press Release to UW Media Relations.
- Use the group or personal social media outlets to promote your event
- What other forms of marketing are needed/appropriate for you event? Contact the Campus Activities Center for more ideas.

TWO WEEKS OUT

Member(s) in charge:

- Confirm food counts and set-up needs with caterer
- For events using ASTEC services, attend Production Meeting (as requested by ASTEC)
- For events in the Union, finalize event layout with Union Events Office and confirm set-up time
- For outdoor events, confirm set-up diagrams and furniture requests with Central Scheduling
- Review budget with ASUW and request appropriate vouchers
- Develop script for speaking portions of the event. Think through the timing and how to keep the audience engaged
- Create and print any programs or flyers needed at the event
- Shop for supplies you may need at your event:
WEEK PRIOR

Member(s) in charge:

- Updates counts with catering and venue (as needed)
- Confirm reservations for room/space, catering, security, and other services/deliveries requested for event
- Contact performer and make sure travel arrangements are confirmed
- Confirm production schedule with all UW parties (ASTEC, venue, catering, public safety, etc.)
- Assign specific tasks (tickets, catering line service, performer management) or event shifts for group volunteers (setup, during, take down)
- Complete and confirm VIP Lists and RSVPs
- Go back through Event Planning Checklist and reconfirm anything else necessary.

DAY OF EVENT

Member(s) in charge:

- Pickup performer(s)/vendor(s) and transport to performance site
- Compile performer requests as needed
- Arrive early for event setup (decorations, event signage, etc.)
- Meet vendors and service providers at event and assist as needed
- Greet guests at the door/ticket takers
- HAVE FUN!
- Take photos and document event
- Prepare evaluation area
- Clean up! Remember that your venue may have special clean up regulations or costs

AFTER THE EVENT

Member(s) in charge:

- Send thank you notes (or emails) to performers, event staff, donors, and volunteers who worked extra hard.
- Do a post-event evaluation and make notes for improving event the following year
- If awarded ASUW Funding, be sure to complete the budgeting process with ASUW.
- Keep receipts and pay all bills.
- Remove publicity
- If possible, schedule event for next year through the priority scheduling process.

Contact Information for Event Support Services:

ASUW
Email: asuwexc7@uwyo.edu
Website: http://www.uwyo.edu/asuw

ASTEC
Phone: 307-766-3837
Email: astec@uwyo.edu
Website: http://www.uwyo.edu/astec/

Campus Activities Center
Phone: 307-766-6340
Email: cac@uwyo.edu
Website: http://www.uwyo.edu/union/cac/

Central Scheduling
Phone: 307-766-6717
Email: central-scheduling@uwyo.edu
Website: http://www.uwyo.edu/centralscheduling/

Information Desk – Wyoming Union
Phone: 307-766-3160
Website: http://www.uwyo.edu/union/information-desk-and-ticket-office/index.html

Procurement Services
Phone: 307-766-5233
Website: http://www.uwyo.edu/procurement/

Risk Management
Phone: 307-766-5767
Email: risk@uwyo.edu
Website: http://www.uwyo.edu/administration/operations/risk-management/index.html

Union Events Office
Phone: 307-766-3161
Email: unionres@uwyo.edu
Website: http://www.uwyo.edu/union/reservations/