

# Event Planning 101



## Begin with an idea

- What types of event do you want to sponsor?
- What do you want to accomplish? (Education? Entertainment? Socializing?)
- Who's your audience?
- What can you reasonably handle?

## Start Planning...

- Date and location availability
  - Check the Event Calendar
  - Request your venue (wait for the confirmation!)
  - Select "Events@Hamilton" if your event is open to the public

## Develop a Budget

- How much will your event cost? Have you considered everything? Food? Clean-up?
- Make a list of all your expenses
- Request appropriate funding well in advance of your event
- Submit appropriate paperwork

## Schedule Resources

- Evaluate your needs
  - Will you need sound support? Special set-up? Catering? Security? Lodging?
- Make appropriate requests and reservations
- ATTEND A CACC MEETING
  - Every Tuesday at 3:00pm in the Sadove Student Center Conference Room (SDV 112)

## CACC Meetings

- CACC = Campus Activities Coordinating Committee
- Every Tuesday at 3:00pm in the Sadove Student Center Conference Room (SDV 112)
  - Representatives from Student Engagement and Leadership, the Event Calendar, Physical Plant, A/V, Tech Crew, Event Staff, Campus Safety, Bon Appetit
  - Your One-Stop-Shop!

## Divide and Conquer

- Make sure you've delegated responsibility to various members of your organization
- Meet as necessary to follow-up with tasks
- Consult with your E-Board, advisor or the Student Activities Office to be sure you've covered all your bases

## Publicity

- What works?
  - Email?
  - Table fliers?
  - Posters?
- Get creative! If people don't know about your event, they won't come.

## **Mission Accomplished!**

- Follow through on all tasks and responsibilities
- Enjoy yourself!
- Don't forget to clean up, take down publicity, and be sure all your resources are returned, paid, etc.

## **Contracts**

- Students MAY NOT, under any circumstances, sign a contract
- The Associate Dean of Students and the Assistant Director for Student Engagement and Leader are authorized to sign contracts and negotiate pricing
- You may contact an artist to discuss availability and pricing, but you may not enter into an agreement

## **Payment**

- Be sure you've received approval for the funding
- If there's a contract, make sure you have the appropriate information (SS #, payment information, W-9 forms)
- Fill out and submit the appropriate paperwork in a timely manner

## **Food Service and Outside Catering**

- Bon Appetit offers a wide variety of catering
  - Minimum of 72 hours for requests
  - Catering w/meal exchange; pick up or delivery
  - Food for travel
- Caterers must have paperwork on file with the Office of Administrative Services
  - Proof of liability insurance and NYS Health Department certification
- Food Waivers
  - If you're preparing your own food, you must complete a food waiver (available from Student Activities or Administrative Services)
  - Clearly label foods that have common allergens

## **Films**

- In order to show a film (regardless of whether or not you're charging admission or limiting the audience) you MUST obtain the rights to the film
  - Just because you're showing it on a College campus, it is not considered "educational"
  - Costs = \$150-550
- b/c of the new "smart" technology, A/V is not needed to show films in classrooms or auditorium

## **Important Contacts**

- Student Activities Office: x4194
- Event Calendar: x4107
- A/V: x4120
- Tech Crew: Ronald German (rgerman) or Tiago Correia (tcorreia)
- Event Staff: Thea-Jenel Moore (tbmoore)
- Bon Appetit Catering: x4985 (catering)

### QUESTIONS?

#### **Lisa Magnarelli '96**

Associate Dean of Students for Student Engagement and Leadership

[lmagnare@hamilton.edu](mailto:lmagnare@hamilton.edu)

#### **Noelle Niznik**

Assistant Director for Student Engagement and Leadership

[nniznik@hamilton.edu](mailto:nniznik@hamilton.edu)