

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 12:00pm (noon) in the Sadove Student Center Conference Room (SDV 112)

CACC Meetings

- CACC = Campus Activities Coordinating Committee
- Every Tuesday at 12:00pm (noon) in the Sadove Student Center Conference Room (SDV 112)
 - Representatives from Student Activities, 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, Social Media?
 - 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 for Student Engagement and Leadership and the Assistant Director of Student Activities 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 (Aux. 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: Kareem Watson (kkwatson) or Denise Meza (dmeza@hamilton.edu)
- Event Staff: Alessandria Dey (adey) or Kevin Herrera (kherrara@hamilton.edu)
- Bon Appetit Catering: x4985 (catering)

QUESTIONS?

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