Great Tips for Event Planning

CCAL Staff
Making a Plan

- Pick dates with members of your organization for when you want goals to be accomplished
- Set realistic goals
- Hold people accountable for the goals
- Plan ahead to make sure to stay on target
- Both CCAL and Events Management staff are available to help with planning and brainstorming

“Big Event” Sample To Do List

<table>
<thead>
<tr>
<th>Completed</th>
<th>Date</th>
<th>Person</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>9/1</td>
<td>JJ</td>
<td>Schedule training space</td>
</tr>
<tr>
<td>X</td>
<td>9/11</td>
<td>JJ</td>
<td>Get Event Checklist from Doug</td>
</tr>
<tr>
<td>X</td>
<td>9/16</td>
<td>Tammy</td>
<td>Develop outline for training</td>
</tr>
<tr>
<td>X</td>
<td>9/18</td>
<td>Tammy and JJ</td>
<td>Meet to review training outline</td>
</tr>
<tr>
<td>X</td>
<td>9/18</td>
<td>JJ</td>
<td>Finalize technology needs for training with Tammy Grant</td>
</tr>
<tr>
<td></td>
<td>9/21</td>
<td>Tammy</td>
<td>Design PowerPoint presentation</td>
</tr>
<tr>
<td></td>
<td>9/23</td>
<td>JJ</td>
<td>Invite Event Scheduling Office to participate</td>
</tr>
<tr>
<td></td>
<td>9/24</td>
<td>Tammy and JJ</td>
<td>Practice presentation</td>
</tr>
<tr>
<td></td>
<td>9/25</td>
<td>Tammy and JJ</td>
<td>Event Training!!</td>
</tr>
</tbody>
</table>
Reserving a Space

- Think about how many people you want to attend your event
- Think about what type of technology you might need
- Keep in mind what other events are going on the same day as you, in order to gauge how large your event might be
- Will you need tables or chairs?
- Review the master list for available spaces and times at http://go.middlebury.edu/mls
- Fill out a “Request a Room” form at http://blogs.middlebury.edu/events/online-forms/event-request/
- You can also email Tammy Grant at tgrant@middlebury.edu or call her at x3147 to reserve space.
- 7-day rule is inflexible!
- Space goes fast (Tammy is already booking space for spring)
Tech Help

- Will you need microphones, stands, PowerPoint, projector, screen, music, lighting, TV, DVD?
- Email David Kloepfer, Technical Coordinator, at dkloepfe@middlebury.edu
- There are two primary venues in McCullough: The Social Space and The Juice Bar. The Social Space has an in-house PA system, lighting system and video projection. The Juice Bar has an in-house PA system and minimal lighting.
- Limited technical services may be offered in other venues on campus, but the technical staff time will be billed back to the organization at a rate of $9/hr times the number of tech staff working.
- CCAL will also pay for up to 6 hours of tech rehearsal time. Extra hours will be billed back to the organization at a rate of $9/hr times the number of tech staff working.
- Technical arrangements need to be made at least 14 days in advance. Otherwise services might be limited or unavailable. For larger productions, it’s best to make arrangements 3-4 weeks in advance.
- A list of tech equipment for McCullough can be found at the Middlebury website under “Performance Spaces” on the Center for Campus Activities and Leadership page.
Contracts

- Discuss the artist’s availability, cost, technical and hospitality needs
- Verbal contracts are binding so do not say you want to “book the show.”
- Get a quote for all event costs
  - Artist fee inclusive of travel costs
  - Hotel
  - Decorations
  - Local transportation – Vehicle Rental x3103
  - Food
  - Catering via Events Management Office x3147
  - Alcohol –via Events Management Office x3147
  - Security – via Public Safety x5911
  - Posters – via Reprographics x5178
  - Facilities – via Events Management Office x3147
- Request contracts from artist/agent and have contracts signed by CCAL
- Return contracts to artist/agent with Middlebury College Rider and W-9 Form.
- Receive completed and signed contracts from artist/agent
- Make arrangements for ticket sales through the Box Office
- Make local transportation arrangements for performer (if needed)
- College discount available at the Middlebury Inn
Budget Requests to Get Started

- Make sure to always request funds at least two weeks in advance; much further in advance for large events
- Develop a solid budget
- Request funds at http://blogs.middlebury.edu/sgafc/
- Keep to your budget
- Email Finance Committee with any questions you have; don’t be scared to ask questions
- Always bring in your receipts to CCAL and fill out the Student Organization Reimbursement Form with your vital information and your student org index; you should receive your funds within two weeks
- You can also use your index to purchase approved products at MiddExpress, College Bookstore, Ben Franklin and Shaw’s in town
Have a catchy title for your event to grab your audience

Fill out a Reprographics form either in CCAL or Reprographics (located on the backside of Forest toward Battell Beach) to make posters or flyers

Utilize the colored paper in CCAL to make flyers

Email Tammy Grant about placing your event on the table tents

Be careful about where you place your posters!!!! Only place them on campus approved spaces

Email SGA about sending out an all student email to advertise for your event

Collaborate with academic departments and encourage them to advertise to their students

Collaborate with your Commons to help advertise for your event
Speakers

- Attend “Hosting a Speaker Training”
- Follow same procedures with contracts previously mentioned
- Go to the Speakers Committee’s website, under applications, to fill out the form to host a speaker [http://community.middlebury.edu/~mcab/speakers.html](http://community.middlebury.edu/~mcab/speakers.html)
- Submit form at least 3 weeks before event
- Then make an appointment to meet with the Speaker’s Committee in order for your speaker to be approved.
- The committee may allocate up to $5,000 for a single speaker
4 types of legal parties on campus

- **Registered Private Party** - a party in a lounge or other public area or Social House hosted by an individual student where students serve the alcohol and guests are invited.
- **Senior Housing Gatherings** - small, informal gatherings held in individual rooms, suites, and small houses occupied by of-age students.
- **Licensed Party** - a function that is registered with the state of Vermont and service is provided by College employees.
- **Licensed Venues** - The Grille, Bunker and 51 Main - an event in a venue that has a state liquor license.

Before hosting a party, one must attend the Party Host Workshop, which is hosted by the Department of Public Safety every other week.

- Find a location
- Fill out the Party Registration Form [http://www.middlebury.edu/NR/rdonlyres/7D02C0EB-9EDD-4FCD-B031-56203331C860/0/AcademicYearPartyRegistrationOnlineForm.pdf](http://www.middlebury.edu/NR/rdonlyres/7D02C0EB-9EDD-4FCD-B031-56203331C860/0/AcademicYearPartyRegistrationOnlineForm.pdf)
- Deadline is 3pm Thursday before the party
- Must have a Guest List, check people as they come in
- Party host MUST be at the party and sober
- Organizations can’t use money for private alcohol; must use a licensed caterer to serve alcohol
Film Screening

- Find a space with a projector through Tammy Grant or tgrant@middlebury.edu
- Email Susan Driscol at sdriscol@middlebury.edu to get an estimate for film rights.
- Send in a budget request for the amount given by Susan.
- Once approved make sure to contact CCAL to order the film. Make sure in the email to include the venue you chose, the amount of people coming to the screening, and obviously the film of choice.
- Contact Tammy Grant to advertise on the table tents.
- Make sure to publicize your screening with posters from Reprographics and/or flyers you can make at CCAL.
Two Weeks Before Event

- Make sure to have all your planning done and communicated to Tammy Grant 7 days before the event.
- Make sure to have enough hours blocked out for set-up on the day of the event.
- Make sure if you need a dress rehearsal that you have arranged for space and time with Event Management and that you have a Technical Assistant lined up.
- All campus support and notifications must be finalized in advance (audio visual, security, physical plant, custodial, food service, housing, contracts, transportation, etc.).
- Arrange for payment checks if applicable. You need at least two weeks prior to the event in order to have a check ready on the day of your event. If contracts are involved, please see the Assistant Director to ensure payment can be available at the conclusion of your event.
- Establish work details. Recruit people for all jobs. Encourage volunteer help.
Day of Event

- Schedule time to decorate and set up space
- Make sure participants are there ahead of the performance schedule
- Only use Gaffers tape when putting up decorations; tape is available in the CCAL office
- If your event is on the weekend, make sure to pick up all of the necessary items from CCAL before they close at 5pm on Friday
- Utilize decorations from MCAB
After Event

- Make sure to completely clean the space (ie: take down backdrops, balloons, etc.)
- Be sure to track all your expenses. If you need to submit receipts for reimbursement, you must submit a reimbursement request and all original receipts to the Assistant Director.
- Return borrowed or rented equipment.
- Send notes of thanks, as desired.
- Remove all publicity materials (flyers, posters, banners, etc.).