

# Event Planning Guidelines



Planning an event at Salisbury University requires the combined efforts of many offices and individuals on campus working together. To make event planning a smooth process, advanced work is required. This guide provides an overview of what actions and services are needed, who or what office is responsible for various services, and an event contact list and checklist to help you in the process.

## PART 1: GENERAL INFORMATION

As soon as you begin planning an event there is specific information that needs to be confirmed:

Title of Event: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

What Department Is Responsible (who writes the work orders?):  
\_\_\_\_\_

## PART 2: PLANNING THE EVENT

**Location:** Book your venue/s as soon as you have confirmed a date. Check the University’s master calendar when setting your date for competing or complementary events.

**Audience:** Decide who should attend your event. Is the speaker or any of the guests considered a VIP? If so, make sure that the President’s Office and SU Foundation Office are made aware.

**Publicizing:** Decide how to advertise your event. Is it by invitation-only? Will you need press releases in local/regional media? Will you need posters for on campus? Off campus? Will you need photographs taken? Would you like the media invited to your event?

## PART 3: ORGANIZING THE EVENT

**Speaker Needs:** Confirm/book travel and lodging needs for the speaker. Be sure to arrange for travel to SU from local lodging, if needed. Confirm expectations of SU with the speaker (length of presentation, book signing, media interviews, meetings with students/alumni/VIPs, etc.). Do you need to have someone prepare an introduction to the speaker? Will the event require speech writing or scripting?

**Seating:** If your location requires seating to be set up, arrange for the number of chairs needed for the audience and stage party. Will you need coat racks in case of inclement weather?

**Technical Services:** Make arrangements for sound, music, lighting, PowerPoint, video screens, etc., that the event may require.

**Food:** If food will be served, contact Dining Services to arrange a menu that is event-appropriate and within your budget. Also, ask Dining Services to supply water for the stage party—either pitcher or bottle—and/or welcome baskets for speakers.

**Stage Needs:** Will you require tables for display? A podium? Flags (U.S., Maryland and SU)? Easels? Ferns or artificial trees? SU pop-up banners? Balloons? A riser for the stage party or TV crews?

**Photo/Video:** If needed, arrange for a photographer for the event (or for any receptions that may precede or follow it). If needed, arrange for your event to be videotaped (for possible rebroadcast on PAC14). If videotaping, the guest is required to sign a video release form in advance of the event.

**Publications:** Write and/or compile the information needed for a program (biography, event description, schedule of events, list of speakers, photographs, etc.) for creation and copying of program. Will you need signage or visual aids (directional signs, “big checks,” charts, graphs, banners, etc.)? Arrange for tickets if needed.

**Housekeeping:** Arrange for pre-cleaning, checking light fixtures, unlocking doors, placing SU logo floor mats and post-cleaning.

## PART 4: AT THE EVENT

**Speaker Needs:** Provide in-town travel, as needed. Will you need a gift for the speaker or any special guests? Will you need to arrange a meal or small reception with the speaker and campus constituents?

**Parking:** Will there need to be reserved parking? Will you need University Police help with overflow parking directions?

**Seating:** Mark reserved and handicapped seating as needed. Will you need ushers? Ticket-takers? Does the event need to have a full house? If so, arrange for team members to attend and fill-in as needed.

**Verifying:** Confirm that all requests for seating, technical needs, food, stage needs, photo/video and publications are completed satisfactorily. Allow time for corrections if needed.

**Greeting:** Provide greeter for speaker, special guests and media as needed. Will someone be introducing the speaker?

## PART 5: AFTER THE EVENT

**Thanks:** Ensure formal thank you letters are issued to speakers and any other VIPs. Issue informal messages of thanks to all staff that assisted (e-mail is appropriate).

**Media:** Ensure that media notices of event are correct and provide any follow-up submission of quotes and photos as needed.

# Event Planning Contact List



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**Room Reservations:** . . . .Facilities Reservation Office - Scott Garrison at x 83344  
(*online space request form at [www.salisbury.edu/reserve](http://www.salisbury.edu/reserve)*)

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**Housing/Field Use:** . . . .Conference Planning - Lesley Staffeldt at x 36526

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**Chairs, Podium, Flags, Tables, Easels, Coat Racks:** Support Services - Elaine Allnutt at x 36506 (*work order needed - suggested to attach floor layout*)

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**University Catering:** . . . .Catering Manager - Kelli Delgado at x 84799 (*work order needed - suggested to attach floor layout*)

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**Sound, Lighting, AV Needs:** . . . . .Event Services Director - Matt Hill at x 84597 (*work order needed*)

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**Plants & Artificial Trees:** Horticulture - Rebecca Rosing-Johnson at x 36323 (*work order needed*)

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**Media Relations:** . . . . .Public Relations Office - Richard Culver at x 36017

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**Speech Assistance:** . . . . .Public Relations Office - Richard Culver at x 36017

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**Housekeeping:** . . . . .Facilities Services - David Lake at x 36448 (*work order needed*)

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**Safety & Parking:** . . . . .University Police - Debbie Kerns at x 82530

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**Travel/Hotel Arrangements:** . . . .Accounts Payable - Kay Gibbs at x 36067 (*paper work needed*)

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**Vehicles:** . . . . .Motor Pool - Colleen Kirby at x 36211 (*work order needed*)

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**Publications/SU Displays:** . . . . .Publications Office - Megan Centineo at x82500 (*work order needed*)

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**Duplicating:** . . . . .Copy Center - Brooke Church or Tishanna Toppin at x 36180 (*work order needed*)

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**Guerrieri University Center Info. Desk:** Brian Lind at x 66486

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**Photography:** . . . . .Publications Office - Kathy Pusey at x 36503 (*work order needed*)

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**Videography:** . . . . .Television Services - Cynthia Cornish at x 36301 (*speaker release form needed*)

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**President's Office:** . . . . .Tracy Hajir at x36012

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**Foundation Office:** . . . . .Jason Curtin at x36176

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# Event Planning Checklist

## AT LEAST ONE MONTH PRIOR TO THE EVENT

- Reserve location and time with Facilities Reservation Office
- Meet with Public Relations Office to arrange advertising and media plan including photography/videography needs
- Discuss special needs and/or expectations with the speaker (disability issues, language issues, book signings, receptions, class visits, video release form, etc.)
- Arrange an individual to provide an introduction at the event as well as any other needed speakers or honorees
- Arrange for any speech writing or scripting
- Arrange for technical needs of event (lighting, sound, AV, etc.) with Event Services Office
- Arrange for any special stage needs (balloons, banners, posters, etc.) with Publications Office
- Arrange for any photography needs with Publications Office
- Arrange for any videography with Television Services (be sure to have speaker sign video release form)
- Arrange for seating and stage furniture for the event
- Arrange for food for the event (receptions, meals, stage party water) with Dining Services
- Arrange and/or confirm travel of guest/speaker
- Arrange and/or confirm lodging of guest/speaker
- Create your guest list (including VIPs, honorees, etc. - If VIPs, alert President's and Foundation offices)
- Create invitations with Publications Office
- Compile mailing list and mail invitations
- Create posters with Publications Office and post
- Create tickets with Publications Office and distribute (if distributing through Guerrieri University Center Information Desk, make arrangements)

## AT LEAST TWO WEEKS PRIOR TO THE EVENT

- Compile information for event program to be created by Publications Office
- Arrange for housekeeping needs with Physical Plant
- Arrange for parking and/or safety needs with University Police
- Arrange for ushers, ticket-takers, VIP greeters and any other staffing for the event

## THE WEEK BEFORE THE EVENT

- Confirm with Public Relations Office any media alerts and media coverage
- Finalize program for duplication in the Copy Center
- Confirm travel and lodging of speaker
- Confirm facility reservation
- Confirm seating and stage needs arrangements
- Confirm technical needs
- Confirm food and beverages
- Confirm those introducing and/or honoring at the event
- Confirm guest list based on responses from invited attendees
- Acquire any gifts needed for the event

### THE DAY OF THE EVENT

- Confirm the arrival of the speaker
- Provide the speaker transportation
- Confirm all facility needs at least three hours prior to the event (or two hours before 5 p.m.) to ensure all requests have been fulfilled and to allow time for correction
- Confirm media coverage with Public Relations Office (interviews, media kits, handouts, etc.)
- Bring all programs, stage props, gifts, etc. to the event location
- Mark any reserved, VIP or handicapped seating at the event venue using “Reserved” signs and/or ribbon
- Brief ushers, ticket-takers, VIP greeters and event staff of duties

### THE DAY(S) AFTER THE EVENT

- Issue formal thank you letters to speakers and VIPs
- Issue informal thank you e-mails to staff