2023-2024

Event Planning Guide for Students

University of Richmond
School of Law™

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A. The First Step: Scheduling Your Event

In addition to Law School and University programming, student organizations host many events throughout the academic year. Because of the sheer volume of events and the potential for overlap, **all student organization event requests must be processed and confirmed through the Dean's Office**. An event is not considered official until it has been approved by the Dean's Office.

Questions during the event planning process? Contact the [Associate Director of Communications and Events](#).

Event Request Form

The very first step to take when planning an event is to submit the online [Event Request Form](#). This form will prompt you to share information about your event, including preferred event date(s), room, and a brief description of your event. Event requests should be submitted at least two weeks prior to the preferred event date. Requests made less than two weeks prior, or requests that are not submitted in completion, may be denied.

It's extremely important to fill out the [Event Request Form](#) **prior** to extending invitations to speakers and other guests. Based on other scheduled events, the Dean's Office may decide not to permit other events to occur simultaneously.

Once this form is submitted, it will be reviewed by the [Associate Director of Communications and Events](#) and the [Associate Dean of Students](#). They will review the details of your requested event, examine the current calendar to identify any conflicts, and ensure that space is available. Based on their findings, you will be contacted via email with information regarding your confirmed event, or they'll discuss alternative scheduling options.

Important! Your event is not confirmed until you have received email confirmation from the [Associate Director of Communications and Events](#) or the [Associate Dean of Students](#).

Online Events Calendar
Before submitting an [Event Request Form](#), consult the online [Events Calendar](#) to see other events that may have an impact on selecting preferred dates. This will minimize double booking, scheduling competing events, and low turnout. Also consider campus-wide events (such as Homecoming, Family Weekend, etc.) and major holidays.

Keep in mind that only approved and publicized events appear on the online Events Calendar. This means that classes and private meetings will not be visible on this calendar.

Check General Space Availability Using EMS
You can also check general space availability through the online scheduling service (EMS). Once you log into [EMS](#) using your NetID and password, you can browse available rooms on any particular day by clicking on "Locations" on the left side of the page. Select "University of Richmond School of Law" under "Add/Remove Locations."

Tabling
If your organization plans on tabling in the hallway or atrium, contact the [Associate Director of Communications and Events](#) at least one week in advance.

B. Finances & Budgeting

Prior to planning any event, you are expected to confirm that the event is part of the approved student organization budget. Any budget-related questions can be directed to Budget Coordinator in the Dean's Office, or to the Student Bar Association (SBA) treasurer.

Review Event-Related Expenses

Create a detailed budget and list expenses for all elements of your event, such as marketing, printing, speaker fees, transportation, lodging/accommodations, food, entertainment, taxes, service charges, audiovisual equipment, and production costs.

Items to consider when determining expenses and budget:
- Speakers
    - Travel (air, cab, bus, train, etc.)
        - Include transportation to/from hotel
    - Lodging/Accommodations
    - Meals
    - Gifts
- Printing
    - Flyers
    - Invitations (including postage)
    - Nametags
    - Posters
    - Other event supplies
        - Pens
        - Registration sheets
        - Printed handouts
        - CLE forms
- Catering
    - Meals/Breaks
    - Snacks for event staff
    - Alcoholic beverages
        - No more than 40% of a student organization's total budget can be spent on alcohol, including gratuities, bartender fees, etc.
    - Non-alcoholic beverages
    - Water for speakers
- Facility/Venue Costs (for off-campus events)

Additional Budget Information

For more information on student organization budgets, including payments, reimbursements, etc., refer to the Student Organization Handbook.

C. Publicity & Communications

Once you've submitted the Event Request Form and have received confirmation from the Dean's Office, the [Associate Director of Communications and Events](#) will send you a link to submit an Approved Event Publicity Request Form. This form collects information about your event including the formal event name, exact event time, event description, registration URL (if applicable), etc. Once the Approved Event Publicity Request Form has been submitted, the event will be published to the following outlets:

- **Online Events Calendar**
  The Law School maintains an [up-to-date calendar listing online](#).
- **The Docket**
  The Docket is an email newsletter distributed each Sunday evening and Thursday morning that contains a list of events arranged by week with links for more information. Submit your publicity request by Friday at 9 a.m. or Wednesday at 9 a.m. for inclusion on Sunday or Thursday (respectively).

For large-scale events, including symposia, a meeting will be set to discuss additional communications efforts, including invitations to the wider community, potential media opportunities, public calendar placements, etc.

Dean's Office staff is available for communications consultation on any student programming. Contact the [Director of Communications and Marketing](#) and the [Associate Director of Communications and Events](#) to discuss ideas for publicity and design, or to brainstorm different ways to approach communications strategy around a particular event or program.

Flyers

Student organizations are encouraged to post flyers on bulletin boards around the building. Please note that taping flyers to walls or doors is not permitted.

If you'd like design assistance, contact the [Associate Director of Communications and Events](#). You are also welcome to design these yourself, as well. Keep the following tips in mind for design:

- Keep it simple
- Remember the basics, including date and location
- Use the fewest words possible to convey a compelling message
- Avoid cheesy clipart
- Avoid copyright-protected images found online
- White space is your friend

To request a high-resolution copy of the Law School logo or emblem, contact the [Director of Communications and Marketing](#).

When printing flyers, copies can be made at the [Campus Print Shop](#).

Be sure to remove flyers in a timely manner after your event has concluded.

Digital Flyers (D-Flyers)

You may submit a digital flyer (d-flyer) for display on the monitors by sending an email to the Associate Director of Communications and Events. You can use a standard PowerPoint slide with a 16:9 ratio. If you're using a design program, the slide should be 1280x720 pixels.

When designing a d-flyer, keep the following tips in mind:

- Minimize text – a dozen words or less is ideal
- Keep fonts large and easy to read
- Keep bright colors to a minimum
- Save as a JPG

Reserved Parking/External Directional Signs

Parking and external directional signs can be purchased from the Campus Print Shop for about $5 each (which includes a wooden stake). These signs can be placed on campus to direct event attendees. It is your responsibility to put these up prior to your event and remove them no later than 24 hours after your event has concluded.

Emails to Alumni

If you would like to share information about an event with the alumni audience, please send it to the Director of Communications and Marketing for inclusion in our e-Connections alumni newsletter, which is distributed every month during the academic year. The newsletter is distributed around the 15th of every month; the deadline for submission is the 5th of every month.

If you'd like to explore additional alumni outreach, please contact the Director of Alumni Relations.

Online Registration

If you plan on requiring attendees to register for your event, contact the Associate Director of Communications and Events for assistance in setting up an online registration site.

The online registration system will also issue several emails to all registered attendees. The first email, sent approximately one week prior to the event, will serve as a reminder to attendees and provide information regarding parking and the event schedule. The second email, sent after the event, will include a brief thank you and link to the post-event evaluation survey, if applicable.

Please note that any events that offer CLE credit will require the creation of a registration page. The law school is required to keep records of CLE event attendees per the Virginia State Bar.

If your event requires attendees to pay a registration fee, additional online setup and permissions may be required. Discuss this with the Associate Director of Communications and Events.

Social Media

Student organization events will be publicized via social media when appropriate. Social channels include:

- Facebook
- Twitter

- [Instagram](#)

For more information on social media promotion, please contact the [Director of Communications & Marketing.](#)

Community Emails

Each student organization is permitted one email broadcast per major event. Exceptions may be granted upon request through the [Associate Dean of Students](#). Failure to use discretion when emailing listservs may result in removal of sending privileges.

Note that the [Associate Dean of Students](#) will be moderating the class listservs, so there may be a discrepancy in when the message is sent vs. when it was originally submitted. Emails are approved Monday through Friday during regular business hours. If your message is time sensitive, call or text (804) 418-0448.

- 3L Class Listserv: lawclassof2024@richmond.edu
- 2L Class Listserv: lawclassof2025@richmond.edu
- 1L Class Listserv: lawclassof2026@richmond.edu
- Faculty Listserv: lawfaculty@richmond.edu
- Staff Listserv: lawstaff@richmond.edu
- Faculty & Staff Combined Listserv: lawfacstaff@richmond.edu

Please remember that all internal organization communication should go through your organization's private email list.

Print Invitations

If you would like to issue print invitations to potential event attendees, contact the [Associate Director of Communications and Events](#).

Event Day Printed Materials

Discuss the printing of event materials with the [Associate Director of Communications and Events](#). Please note that advance notice for printed materials may be required, depending on the complexity of the request.

Printed materials include:
- Programs
- MCLE forms
- Posters
- Attendee list
- Table tents (name labels) for speakers

D. Catering

There are three primary catering options for events taking place on campus:

1. UR Catering
2. Food from a vendor on the [Approved Vendors List](#)
3. Food from a vendor *not found* on the Approved Vendors List (pickup ONLY)

UR Catering

The University offers full-service and drop-off catering options through UR Catering. All requests for university-provided catering must go through the [Associate Director of Communications and Events](#). This request should include the date, start and end times, number in attendance, and a general idea of catering needs (for example, boxed lunches or a continental breakfast). Because UR Catering tends to book up far in advance, it is recommended to make your request at least four weeks prior to your event.

After a request has been submitted through the EMS room reservation system, it is forwarded to the Catering department's scheduler. Based on UR Catering's calendar and staff availability, the scheduler will mark the request as approved or denied.

- If approved, a catering event manager will reach out to you to discuss an exact menu and other logistics.
- If denied, you will be instructed to choose from vendor on the Approved Vendors List.

Food from a vendor on the Approved Vendors List

The University maintains a list of approved vendors who can be used for catering events on campus. Vendors found on this list have already been vetted by the University and have specific certificates on file that permit them to come onto campus. The Approved Vendors List can be found [here](#). Note that this list is updated monthly, so a vendor found on the list now may fall off the list if any of their certificates expire and are not renewed.

Important! After choosing an approved vendor, you must fill out a [Food Waiver Request Form](#) and submit it to the [Associate Director of Communications and Events](#) at least five business days prior to the scheduled event. Once submitted, it will be sent to the University for approval (which can take several business days to process).

Food from a vendor not found on the Approved Vendors List

If you choose to source food from a vendor who is *not found* on the [Approved Vendors List](#), it must be picked up from the vendor. Because they are not on the Approved Vendors List, they are not permitted to come onto campus to deliver.

❌ **Deliveries to campus from non-approved vendors are prohibited.**

Important! You must submit a completed [Food Waiver Request Form](#) to the [Associate Director of Communications and Events](#) at least five business days prior to the scheduled event. Once submitted, it will be sent to the University for approval (which can take several business days to process).

E. Multimedia & Audiovisual Needs

General AV Assistance

To arrange multimedia/AV assistance, contact the [Multimedia Production and Technology Specialist](#).

Photo/Video Release Form

Any speakers participating in your event that will be photographed or recorded must submit a [Photo and Video Release Form](#) prior to the event. This form gives permission for photographs or video recording of the event.

Wi-Fi Access

A wireless network is available for visitors. To log on, connect to the **VisitUR** network, then check the box labeled "I accept the terms of use" followed by clicking "Log In."

If you are distributing printed materials to your event attendees, consider including this information, or placing signs on registration tables.

Live Streaming & Recording

To arrange multimedia/AV assistance or video recording, contact the [Multimedia Production and Technology Specialist](#).

F. Event Setup & Day-Of Logistics

Tables

A small quantity of 6' and 8' rectangular tables can be found in the hallway closet behind the Moot Courtroom. Please check with the Associate Director of Communications and Events before use to make sure another group has not already made arrangements to use them. Tables must be returned to the closet after use.

Linens

Linens must be rented through your event caterer.

Special Setups

Any special room setup must be requested through the Associate Director of Communications and Events. Please note that many room setups are permanent and cannot be configured.

In the colder months, it may be helpful to request the use of coat racks for large events. Contact the Associate Director of Communications and Events.

Housekeeping & Facilities

Keep in mind that large events create a large amount of trash and additional cleanup. It's important to consider whether your event requires additional housekeeping services. Discuss this with the Associate Director of Communications and Events.

Community Cabinet

If you need extra supplies (such as napkins, paper plates, cups, cutlery, etc.) there is a Community Cabinet located in the kitchen area of the DownUnder. This cabinet will be restocked by the Dean's Office at the beginning of each semester. Because this is a shared cabinet available for use by all students, please practice common courtesy when taking supplies. If you have leftover supplies, you are encouraged to donate them to the cabinet for use by your fellow classmates.

Parking

If you have event attendees or guest speakers who are not University of Richmond students, faculty, or staff, you may need to request parking passes or reserve parking lots.

Parking Passes

Individual parking passes for visitors can be requested in small quantities from the Dean's Office. Visit the front desk in the Dean's Office, or contact the Dean's Office Administrative Coordinator, for assistance. These passes can be requested up to a week ahead of time.

With advance notice, visitor parking passes can also be requested online.

If you wish to reserve a few parking spaces for your special guests or guest speakers, you may request to use traffic cones. Contact the University Police Department for this request.

Parking Lot Requests

If you are expecting a large number of non-UR event attendees, you should consider reserving a parking lot. Parking lot requests must be submitted through the [Associate Director of Communications and Events](#). Please remember to request parking as far in advance as possible.

On the day of the event, you will need to enlist someone to remove cones blocking off your reserved parking lots prior to your event start time.

Parking signs are available for purchase through the Campus Print Shop.

Campus Parking Map & Directions

Be sure to send campus maps to your attendees prior to the event. [View the campus parking map.](#)

Instruct attendees to use the address 203 Richmond Way, Richmond, VA 23173 (this will bring them directly to the Law School).

Campus Police/Security

Some events may require the presence of a police officer or security guard, depending on whether alcohol is served, the number of attendees, and the location of the event. The [Associate Director of Communications and Events](#) will consult with URPD to determine if police presence is required. Please note that police/security presence will incur additional fees, which will need to be factored into the budget.

High profile speakers or event attendees may require special police/security presence.

Post-Event

Return Borrowed/Rented Items

If you borrowed or rented any items, be sure to return them after your event. Items can include:

- Keys
- Sign stands
- Tables and/or linens

Follow Up with Your Speakers

If you had any guest speakers, follow up shortly after the event with an email or written thank you letter. Use this opportunity to request final expenses and receipts.

G. Event Speakers & CLEs

Important! Prior to contacting any potential guest speakers and/or securing dates, you must consult with the Dean's Office for approval.

Inviting Speakers

Before inviting a speaker, you should do some basic research on the person. If the speaker's views or positions are likely to be controversial within our community, you might consider whether it would be appropriate to use a format that includes the presentation of an opposing view.

Once you have identified the speaker or speakers, you should determine how best to reach them. Determine if your organization members have a contact to the speaker. If a faculty member or dean has a relationship with the speaker, use those connections. If the speaker is an alumna/us of Richmond Law, contact the [Director of Alumni Relations](). Regarding scheduling, you should contact the administrative assistant, legislative assistant, etc., to determine if the speaker's calendar is open and how scheduling decisions are made.

Important! Remember, events and event dates are <u>not</u> finalized until you have received confirmation from the Dean's Office. <u>Do not</u> extend an invitation to a speaker for a specific date until you have received formal approval.

Extend an Invitation

Extend a formal invitation to the speaker outlining the reasons why you're inviting them to your program.

The invitation should include the following basic components:

- Name, proposed date/date range, and venue of the event
- Theme or focus of the event
- Why you think the speaker would be a good fit for the event
- What you want the speaker to do at the event (Speak and provide an article? Speak only?)
- How it would benefit the speaker (talk about publicity that will be done, other speakers already committed or invited, etc.)
- Your contact information

Four steps to sending out invitations:

1. Send out a "first batch" of invitations, which should include your top speaker choices
2. Wait for responses and follow up when necessary
   a. Follow up with a phone call timed a few days after the letter would have arrived
3. Assess the responses
   a. If your top speakers cannot attend, begin reaching out to your second choices
4. Send another batch of invitations and repeat

Handling Responses

When a speaker says "no," be gracious and thank them for considering the opportunity. If it feels appropriate, you could also ask for recommendations for other speakers.

When a speaker says "yes," you will need to reach out via phone, Zoom, or in person to give them more information about the event and the presentation. You'll need to discuss the following:

- Detailed information about the program/event you're planning
- Information about your organization
- If you are assigning an individual point of contact to this speaker, be sure to give all contact information (including cell phone numbers)
- Let your speaker know that you would like to record the event and request a [Photo/Video Release Form](#)
- Be clear about expectations:
  - o Will the speaker need to submit materials/handouts in advance of the program for MCLE purposes?
  - o Will the speaker be required to write an article before/after their talk?
  - o Will the speaker need to collaborate with other panel members? If so, give names and contact information and see if you can arrange a conference call. Provide the name of the moderator. The moderator should also be informed of contact information on all panelists.
  - o Set firm deadlines for your required materials (follow up with phone calls if necessary)
- Request photos/headshots, bios, and preferred title for publicity and introductions
- Inquire about any dietary restrictions or needs
- Discuss travel and hotel arrangements with the speaker
  - o The University will reimburse speakers for expenses (coach travel only).
  - o Be in touch with your speakers about parking, hotel confirmations, flight confirmations, etc.

Hotel Accommodations

See the [Student Organization Handbook](#) for more information about hotel/lodging accommodations for speakers.

Transportation/Travel Arrangements

See the [Student Organization Handbook](#) for more information about hotel/lodging accommodations for speakers.

Reimbursements

See the [Student Organization Handbook](#) for more information about hotel/lodging accommodations for speakers.

Speaker Gifts

Consider gifts to give to your speakers. Any questions should be directed to the [Associate Director of Communications and Events](#).

SBA sets limits on the amount spent on speaker gifts. If your student organization is funded through SBA, contact the SBA Treasurer for more information.

Honoraria/Speaker Fees

Payments for honoraria or speaker fees are not typically approved, unless there are exceptional circumstances that warrant it. Contact the [Associate Dean of Students](#) to request honorarium approval before confirming with speakers.

Political Activities

As a charitable entity exempt from taxation under Section 501(c)(3) of the Internal Revenue Code, the University is prohibited by law from participating, directly or indirectly, or intervening in political campaigns at the federal, state, or local level. The University's facilities and resources may be used in connection with political campaigns only as permitted by official University policy. To reference this policy, please contact the [Associate Dean of Students](#).

MCLE Credits

When planning an event, consider Mandatory Continuing Legal Education (MCLE) credit opportunities. Please contact [Prof. Joyce Manna Janto](#) for assistance in the application process.

The application process should begin about 12-16 weeks prior to your event.

After MCLE credit has been granted, be sure to update your website and registration information. MCLE materials should be added to the website one week in advance. MCLE sessions should be indicated as such on the event program.

Please note that registration is **required** for all events that offer MCLE credit.

H. Important Policies

As a student organization at Richmond Law, you are expected to comply with all University of Richmond policies. Failure to comply with University policies may result in disciplinary action, reimbursement requests being denied, or other serious consequences.

Alcohol Policy

The University monitors all food and alcohol served on campus. This means that alcohol consumption at events must be recorded in EMS/Centralized Scheduling Service. **You are required to inform the [Associate Director of Communications and Events](#) whenever you plan on serving alcohol at an event on campus.**

[View the full University policy regarding alcohol served at on-campus events.](#) A few key takeaways can be found below.

Purchasing Alcohol
Alcohol *must* be purchased from University Catering or through an approved caterer.

❌ **Student organizations are not permitted to purchase alcohol and have a member of their organization serve as a bartender.**

ID Checks and Wristbands
At events where students are in attendance and alcohol is being served, photo IDs must be checked for each person wishing to consume alcohol, even if they're visibly over the age of 21. Additionally, all attendees over the age of 21 wishing to consume alcohol must be identified by a wristband. Wristbands will be supplied by the Dean's Office.

Event Manager
Policies require a Law School staff member to serve as an Event Manager at on-campus events where alcohol is served. The Event Manager is responsible for monitoring entrances/exits to/from the event, checking photo IDs and issuing wristbands, and overseeing the event. Because a staff member must be present at on-campus events where alcohol is served, it's very important to plan in advance.

Other Alcohol Guidelines
- Serving Food with Alcohol
    - If alcohol is served at an event, food must be served commensurate both with the quantity of alcohol available as well as the time of day.
    - As a general guideline, events that start during traditional dinner time (5-7 p.m.) and that also serve alcohol should offer a meal. Events or receptions serving alcohol and hors d'oeuvres should provide a minimum of six pieces of food per attendee per hour. Food quantity is subject to review and approval by the Dean's Office.
- Student Organization Budgets and Alcohol
    - Student organizations are not permitted to spend more than 40% of their annual expenditures on alcohol or alcohol-related expenses. Alcohol-related expenses include gratuities on a bar tab, cost of bartenders, etc.

- Police or Security Needs
    - Campus police will be notified for large (100+ people) receptions or parties. If they determine that security is needed, additional fees may apply.
- Self-Service Bars
    - Self-service bars are not permitted.
- Removing Alcohol from Premises
    - Alcohol is not permitted beyond Law School premises.

Non-Alcoholic Beverages

The University has contracted with Pepsi for exclusive beverage representation on campus. Therefore, only Pepsi products are to be sold, dispensed, served, or sampled on campus. Per this agreement, products must be purchased through the University's retail outlets (ETC or the bookstore) or Heilman Dining Center.

❌ **The purchase of Pepsi products from any *non-campus retailer* is not permitted.**

Pepsi products include soft drinks, bottled water (Aquafina), Gatorade, Starbucks coffee, Izze, Naked Juice, Bubly, and more.

If you plan on purchasing beverages using University funds, you are required to purchase them through the University. To order, call (804) 289-8512 (Monday–Friday, 9 am.–4:30 p.m.) at least three business days prior to your event.

Fundraising

Students and student organizations are prohibited from soliciting financial support from alumni or any outside sources including foundations, corporations, or law firms without the prior written consent of the [Associate Dean of Students](#).

Requests for permission to solicit must be submitted in writing to the [Associate Dean of Students](#) and must include:
1. a statement describing the purpose of the solicitation and any related events and/or activity(ies),
2. the names and affiliations of all prospective donors, and
3. exact copies of all proposed solicitation materials.

Please understand that the Associate Dean of Students may need to consult with others within the Law School and the University, and therefore it may take up to four weeks from receipt of a complete solicitation request to receive a decision regarding the request.

Donations Involving Goods & Services Received
If an approved fundraising activity involves offering tangible goods or services for cash, no tax-deductible receipt can be issued. This includes items donated for auction purposes. These activities still need to be pre-approved by the [Associate Dean of Students](#).

Cash Donations
If the approved function or activity generates cash gifts with no tangible goods or services received by the donor, the Dean's Office should be notified immediately for the purpose of generating an official thank you/receipt and to record the gift. (This includes donated items, not used for fundraising such as restaurants donating food - a gift in

kind.) All monetary gifts need to be turned into the Dean's Office for forwarding to the Advancement Office for posting to your organization's account. Businesses and individuals rely on charitable donations for their tax deductions. The IRS only acknowledges official gift receipts when presented on official university letterhead.

Fundraising on Behalf of Third-Party Non-Profits

Student organizations who wish to solicit funds for a third party should have all donations made out directly to the third party. Funds should not be directed to Richmond Law with the expectation that they will be donated to the third party by the school in the future. For example, checks should be made out directly to the organization, not to the Law School.

Fundraisers to benefit an outside non-profit organization must be run through a student member of the student organization hosting the event. For example, when a student organization wants to host a trivia night with the proceeds donated to a local shelter, a member of the student organization must be responsible for collecting donations and making the donation to the non-profit organization. **Funds cannot be run through the University.**

Contracts

All contracts and contractual agreements must be entered into an online system that is monitored and reviewed by the University. Once reviewed by University approvers, contracts are submitted to Dean Perdue for review and signature.

❌ **Students, faculty, and staff are not permitted to sign contracts. This includes, but is not limited to, catering contracts, hotel/room block agreements, facility rental or event space agreements, event/event equipment rental contracts, speaker agreements, etc.**

You must contact the Dean's Office to begin the contract review and approval process. Keep in mind that this process may take several weeks, depending on the terms and conditions of the agreement. Contracts must be submitted to the University for approval <u>prior</u> to any deposits or payments.

Alumni Outreach

Student-alumni collaboration and communication is welcome and encouraged. If you'd like to reach out to any alum on behalf of your organization (for purposes including, but not limited to, making a presentation, filming a video, or fundraising), you must contact our Alumni & Development Office first. The best way to do this is to reach out to the [Director of Alumni Relations](). Our staff will be able to help you discuss the best outreach approach.

Logo Use and Licensing

All logo use requests should be submitted to the [Director of Communications and Marketing](). Any items ordered with the school's logo or the school name (such as t-shirts or other promotional products) must be ordered from an approved vendor and approved by Collegiate Licensing.

Event Planning Timeline & Checklist

As Early as Possible

- ☐ Submit Event Request Form and indicate preferred date(s)
- ☐ Wait to receive confirmation from the Dean's Office before moving forward with any other logistics
- ☐ Finalize a date and time, room, etc. with the Associate Director of Communications and Events
- ☐ Solicit speakers
- ☐ Begin the MCLE application process (process can take 12-16 weeks from start to finish)
    - o Contact Prof. Joyce Janto
    - o Once MCLE credit is received, update advertising and website

8 Weeks Prior

- ☐ Decide on food/catering needs
- ☐ Submit the Approved Event Publicity Request Form to have event added to the events calendar and The Docket
- ☐ Consider other ways of publicizing your event
    - o Inviting alumni as guests
    - o Invited external audiences
    - o Flyers and D-flyers
    - o Email blasts
- ☐ Check in with speakers
    - o Provide outline/talking points to your speakers
    - o Assist speakers with travel arrangements (coordinate with Dean's Office)
    - o Request photos and bios of speakers for your publicity and introductions
    - o Consult with speakers/special guests if they have any special dietary needs and communicate these to the caterer
- ☐ Reserve a parking lot by contacting the Associate Director of Communications and Events
- ☐ If the event is a named lecture, be sure to personally invite the donor (notify Director of Communications and Marketing and Director of Alumni Relations)
- ☐ Consider what gifts you would like to provide to your speakers
- ☐ Contact Assistant to the Dean if you would like to request that Dean Perdue introduce your speaker(s) or provide a short welcome/introduction

6 Weeks Prior

- ☐ Work with Associate Director of Communications and Events on publicity (social media, electronic monitors, posters, mailings, etc.)
- ☐ If you'd like to have your event filmed, contact the Associate Director of Communications and Events

- o Make sure guest speakers have submitted [Photo and Video Release Forms](#) for any photography or videography

2 Weeks Prior

- ☐ Arrange for someone to pick up speakers at airport/train station if arriving from out of town
  - o If driving, provide speakers with parking passes
- ☐ Arrange for nametags to be printed for all attendees
- ☐ Arrange for table tents (name labels) for speakers
- ☐ Prepare website with materials (if MCLE needed to distribute URL)
- ☐ Create and print day-of program
- ☐ Identify roles of all volunteers and train, if necessary
- ☐ Create a day-of timeline and assignments
  - o Include who will be introducing speakers, who will be escorting speakers, etc.
- ☐ If security or police may be needed, contact the [Associate Director of Communications and Events](#)

1 Week Prior

- ☐ Contact the [Police Department](#) for cones if you'd like to reserve a few spaces in the parking lot for your guest speakers
- ☐ Send speakers/attendees directions via email
- ☐ Request parking directional signs from the Print Shop
- ☐ Confirm travel details with all of your speakers
- ☐ Print attendee list
- ☐ Double check that all signed release forms have been submitted for your speakers

Day Before Event

- ☐ Stop by the Dean's Office to sign out any keys that might be needed
- ☐ Provide welcome material at hotel for your speaker(s) (program, agenda, directions, etc.)

Day of Event

- ☐ Make sure water is provided for speakers
- ☐ If a meal is served, be sure to have someone gather food for your speakers
- ☐ Place parking directional signs in strategic locations indicating the appropriate parking lot
- ☐ Make sure you have enough trash cans available throughout the building

After Event

- ☐ Return any keys to the Dean's Office
- ☐ Remove any directional signs posted on campus
- ☐ Write and email thank you letters to your speakers (use this as an opportunity to request final expenses and receipts)
- ☐ Send a post-event evaluation survey to attendees

- ☐ Send list of alumni attendees and speakers to the [Director of Alumni Relations](#)
- ☐ Conduct a post-event meeting with your organization board and store files in your Box
  - o Include details such as:
    - ▪ Important contact names and information
    - ▪ Total attendance
    - ▪ Makeup of attendees
    - ▪ Best thing about the program
    - ▪ Things you would have done differently
    - ▪ Recommendations for repeating a similar program in the future
    - ▪ Important evaluation comments from participants