

# Event Planning



1. **Start early (3 to 5 weeks or more before event)!**
2. **Consider your budget & decide what type of activity you'd like to host.**
3. **Decide on the event date & time to make your room reservation.** (Must be a recognized student organization or a matriculated student at RIT)

**If your event location is in the Student Alumni Union (SAU) or other areas on campus:**

- ♦ Visit the Reservations Office behind the SAU Info Desk or call, X6992 (v/TTY). Reservation requests can also be made online (<http://campuslife.rit.edu/main/sau/reservation>).
- ♦ Residence Hall room reservations must be made with area secretaries for each hall. Some facilities may require contact with other departments. For a complete list, visit: <http://campuslife.rit.edu/sau/evr/resources/Roomscontact.pdf>

**To make your reservation, know the following information:**

- ♦ Date, time and length of event (include set up and clean up time)
  - ♦ Type of event (Private, RIT Community, or Public)
  - ♦ How many will attend
  - ♦ An alternate date or location, should your first choice not be available
4. **Initiate the Event Registration process:** Use the criteria below to determine if your event needs to be registered. You must register if:
    - ♦ Institute funds are used (including money earned from fundraising)
    - ♦ Services are required from RIT departments (i.e., FMS, Tech Crew, Public Safety)
    - ♦ Consumption of alcohol is planned (permitted only in Ritz, SAU Cafeteria, and Fireside Lounge; licensed caterer required)
    - ♦ Event or party occurs outdoors (on campus grounds)
    - ♦ All or part of event extends past normal building hours
    - ♦ An outside caterer is used
    - ♦ Event is attended by people who are not members of the RIT Community
    - ♦ Event or party is publicized in a public manner on or off campus (i.e., advertised via posters, fliers, cards, banners, or Web site)
    - ♦ Event is co-sponsored by an organization or a club recognized by RIT through Student Government or one of its major student organizations, or through an RIT department
    - ♦ Event meets one of the above criteria and involves a high-risk activity (i.e., rock climbing, use of hot tubs, velcro jumping, etc.)
    - ♦ Event is taking place off campus.

Event Registration is located behind the information desk in the Student Alumni Union (SAU). The EVR office is open Monday-Friday from 1-4pm. To become a certified EVR user, please visit <http://campuslife.rit.edu/evr>. Once certified, you can register your event independently.

**Be prepared to provide the following information:**

- ◆ Date, time and length of event
  - ◆ Name of sponsoring organization
  - ◆ Your name, e-mail address and phone number
  - ◆ Organization advisor's name, e-mail address and phone number
  - ◆ Organization/department account number or other payment method
  - ◆ Theme/name of event
  - ◆ Admission charge—amount and whether the price is the same for all guests
  - ◆ Who will be invited (members? guests? students? public?)
  - ◆ Location of event and what activities will take place
  - ◆ Types of beverages to be served (alcoholic vs. non-alcoholic)
  - ◆ Types of food and cost, if any, to participants
  - ◆ Services you may need for your event (Tech Crew, FMS, Public Safety)
  - ◆ Room diagram showing how the reserved space should be set up
5. **Speakers, DJs, Performers/Artists:** If you're having a speaker, DJ, performer/artist at your event, you must fill out a contract request form (CRF). If your speaker, DJ, performer/artist has their own contract, please attach it to the CRF and return to the EVR Office or SAU Information Desk.
6. **Marketing & Advertising:** Once you have completed the EVR component of event planning and your event has been pre-approved by the EVR staff, start thinking about how to make your event stand out. How will you entice others to attend your event?

**Common Marketing & Advertising Methods Include:**

- ◆ Flyers, Banners, Websites, the RIT online event calendar (<http://events.rit.edu>), Radio Announcements, Informational Tables, Display Cases, and pre-event promotions (ticket raffles, contests, etc.)
7. **The Little Details:** Perhaps the most fun aspect of event planning, this is when you'll decide how to make your event unique! Consider what kind of atmosphere you want to create. Use decorations, music, lighting, costumes, and more to enhance your theme or motif!
8. **Finalizing the Event:** One week before the event takes place, make sure all of your details are in place:
- ◆ Has your EVR event summary been confirmed?
  - ◆ Have all service providers confirmed services?
  - ◆ Have you purchased your decorations?
  - ◆ Are your food and beverage needs in place?
  - ◆ Do you have members from your organization scheduled to staff the event?
  - ◆ Have you stayed within your original budget?

If you have questions about planning a successful event, the room reservation process, or EVR, contact the Center for Campus Life (x6569v/tty). Your success is our success!