Event Planning Tips & Basics

Students- If you are planning an event on campus, please fill out the student event planning form to start the student event consultation process.

Develop Goals and Objectives

Establishing goals and objectives for your event/meeting can be made easy by asking yourself/group the following questions: (Note: These should be measurable)
- What is the purpose of this event/meeting? How does it address a need on campus?
- What type of event/meeting will this be?
- What are the desired outcomes of this event/meeting?
- Who is the intended audience? Estimated number of attendees?
- What value does this event/meeting bring to the overall university community?
- Does an event like this already exist? Is there an opportunity to collaborate with another organization to expand the reach of the event?
- Make a checklist covering all details of your event/meeting.
- Create a clear definition of planning roles, timeline, and communication

Select a Date, Time, and Location
- Plan your event as far in advance as possible.
- Check the University Events calendar to ensure your event doesn't clash with another large event or an event with a similar theme hasn't already been done that semester
- Select at least two dates, one preferred and one alternate date. Consider rain back-up locations if your event is outdoors.
- Select a time that will work best for your intended audience.
- Be sure to budget in setup and teardown time
- High-impact events (those including 250 external attendees or political/media presence) are not allowed on the following dates:
  - New Year's Day
  - Martin Luther King Holiday
  - President's Day
  - Spring Block Party
  - Spring Break
  - Commencement Week
  - Memorial Day
  - Independence Day
  - New Student Convocation
  - Fall Block Party
  - Labor Day
  - Veteran's Day
  - The Wednesday before Thanksgiving through the Thanksgiving weekend
  - The week of the Holiday Break through New Year's Day

- Select a location and use EMS (AHEC or CU) to confirm availability. *Note: you do not need a login in order to view availability
  - Be sure to consider the following when selecting a location:
    - How many people will be in attendance?
    - What type of space will you need?

- Will you have any equipment requirements?
    - Chairs
    - Tables
    - Audio-visual
- Do you need additional time to set up and load out?

Establish a Budget

Establishing a budget early on provides a solid foundation for any event or meeting. Consider the following with establishing your event/meeting budget:
- Facility rental costs
- Housekeeping
- Equipment rentals (chairs, tables, audio-visual needs, etc.)
- Design and Printing for promotional materials
- Catering- ask for bids and don't confirm, close the loop once decisions are finalized
- Giveaways- These must be in branding compliance.
- Shipping and Service Fees
- Décor
- Security & Access to the space
- Entertainment
- Travel and accommodations
- Parking

Insert sample budgets

Procurement/Purchasing

In order to purchase anything for university events, the proper process must be followed outlined in the requirements from Student Life. This affects what you can buy and how you can buy it.
Information that will be required to make purchases:
- Event name and purpose
- Agenda/schedule
- Time/date/location
- List of attendees and relationship to university or can categorize attendees (100 students, 10 faculty...)
- Any promotional materials

Plan the Logistics
- Insert sample checklist
- Reference the Event Resources page for more information on how to plan an event on campus
- Registration- will the event be free or for a fee? Do you need to collect information on attendees?
- Event diagram- Consider attendee flow and event purpose
- Setup types- theatre, classroom, banquet, boardroom, hollow square, u-shape
- Catering Guarantees- submitting final numbers
- High-Impact events- If your event will include more than 250 external attendees or a political or media presence, please email events@ucdenver.edu to start the event notification process.

- Third party insurance (link to policy)

Remember to always reference your event purpose when designing your event. Does the design align with your goals?

Develop a Marketing Plan

Informing your intended audience of your event/meeting is one of the most important elements of planning. Be sure to consider the following:
- What is your primary message? Does your event title reflect your message and event purpose?
- What format will you use to inform the intended audience of your event/meeting?
  - Invitation
  - Email
  - Flyer/Poster
  - Digital signage
  - Social Media
  - Other
- Will you need design and printing assistance?

Develop an Event Agenda

Planning how your event/meeting will run prior to the event is the best way to ensure success. Be sure to plan the following:
- Select a point person for the day of the event/meeting.
  - If there will be a team of people helping with the event, make sure everyone knows what their role is and the expectations for the event/meeting. Share this information with the team a minimum of three days prior to the event.
  - Have someone other than the point person assigned as to trouble shooting. If things don't go as planned. This person is the go-to for answers.
- Create a timeline for the order of tasks/activities during event/meeting.

Insert sample agenda/timeline

Tie-up Loose Ends and Last Minute Details

Tie-up any last minute details and loose ends at least one week prior to your event/meeting date. Reconfirm all of your vendors to ensure everyone is on the same page.

Double Check

Double check, triple check, and look over your checklist one more time to ensure no detail has been overlooked. Check it one more time for good measure. Develop a contact list for the day of your event to reach your vendors if needed.

Evaluate

Evaluate how your event/meeting went. Ask yourself/your team the following questions:
- Did this event/meeting meet the set goals and objectives?
- What went well?
- What didn't go well?
- What will be changed for the next event/meeting?

- If possible, develop a survey to disperse to attendees

<div align="center">Event Resources</div>

Event Resources at CU Denver

The University of Colorado Denver provides several logistical support resources for events on campus. The majority of scheduling is done through EMS Scheduling Systems. Additional information about what is available to you and your event on campus is outlined below.

Students- If you are planning an event on campus, please fill out the student event planning form to start the student event consultation process. University Events can advise on which services will be required for your event once your event is reviewed.

Procurement/Purchasing- Required First Step
In order to purchase anything for university events, the proper process must be followed outlined in the requirements from Student Life. This affects what you can buy and how you can buy it.

Information that will be required to make purchases:
- Event name and purpose
- Agenda/schedule
- Time/date/location
- List of attendees and relationship to university or can categorize attendees (100 students, 10 faculty…)
- Any promotional materials

Once your event has been approved by University Events, connect with Student Life immediately in order to start your purchasing process. Students are not allowed to sign contracts or complete purchases for university events.

Space Reservations- please reference the detailed venue recommendations page for unique venue ideas to fit your event needs.

Considerations when making reservations:

- The facility is available and suitable for the event;
- The resources (staff, equipment, parking, etc.) are available;
- The event will not conflict with other activities already scheduled; and
- There is sufficient time to properly prepare the facilities.
- Speedtype entry: studentorgs@ucdenver.edu

Options to consider:

- AHEC
- CU Denver Spaces
- Outdoor spaces
- Off-campus events

How to Book Space

The University of Colorado Denver offers many wonderful venues for you to host an event. The majority of our scheduling is done through EMS Scheduling Systems. For venue specific spaces you can reserve and locate additional information regarding individual space at the link below:

CU Denver : EMS

> Additional Questions Contact: events@ucdenver.edu

CU Denver Buildings (booked in EMS)

- Student Commons
- North Classroom – Contact (kristie.siedlecki@ucdenver.edu)
- CU Denver Building
- Lawrence Street Center
- CU Business School

CU Denver Wellness Center

> - Reservations are submitted through Reservation Request Form

> - Additional Questions Contact: SWCreservations@ucdenver.edu

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AHEC : EMS

> Additional Questions Contact: acesmaindesk@ahec.com

AHEC Run Buildings (booked in AHEC EMS)

- Tivoli Student Union
- St. Cajetan's
- Auraria Library
- PE Event Center

Ideal Event spaces for...

- Receptions:
    - Lawrence Street Center Terrace Room
    - Student Commons 2500
    - Student Commons 1401
    - City Center (jessie.zemetra@ucdenver.edu)

- Meetings:
    - Student Commons 2018 / 3018 / 4018 / 5018

- o CU Denver Building 340 / 440
- o Business School 4500
- o North Classroom 1312 / 1313 / 1314 / 1316

- Theater Style Seating:
  - o Student Commons 2600
  - o Student Commons 1500 or 1600
  - o North Classroom 1130
  - o Lawrence Street Center Terrace Room (level seating)

- Outdoor Spaces:
  - o Student Commons Patio Larimer
  - o Student Commons Patio West
  - o CU Denver Sports Field
  - o CU Denver Wellness Center Patio

- Tabling Events
  - o Lynx Center (tabling request form)
  - o North Classroom Atriums
  - o CU Business School Lobby (does Linda want us to have available?)
  - o CU Denver Building lobby (can Kaden accommodate? Would Jessie at City Center offer an opportunity?)

For pictures, capacity, and set-up - additional information can be found on EMS. Users do not need to be logged in to EMS. Information can be located on the left banner > Locations tab > filter by building. Hover over and click the room name for additional details.

Audio-Visual Support

Audiovisual support includes your event details such as presentations, projectors, microphones, sound, internet access, video recording and web conferencing. Complimentary guest wifi is available throughout campus.

Event held in CU Denver Space- Book through EMS or call 303-315-4357

Event held in AHEC space- Book through Event Coordinator at acesmaindesk@ahec.com

Facilities Management

Facilities Management helps to provide the following services in CU Denver spaces which are available for booking through EMS or by calling 303-315-7777.

- Event Setup Services & Equipment Rentals- tables, chairs, coat racks, trash cans
- Housekeeping- pre and post event cleaning, post-event meal trash pickup (required for all events with food)
- Access to rooms

Marketing

In order to successfully advertise your event to your identified campus audience, the following options are available:

- University Events Calendar
- University Communications - event postings, CU Denver Today newsletter, social media features
- Weekly Campus Happenings Newsletter
- Digital signage
    - Lynx Center
    - Business School - email Rebecca.Ward@ucdenver.edu
    - Student Commons - email ucd-oit-cud-digitalsignage@ucdenver.edu and dc_facilities_dispatch@ucdenver.edu
- Tabling-
    - Lynx Center- https://forms.ucdenver.edu/secure/lynx_center_tabling_request_form
    - North Classroom- Atriums B and C are available for Student Org tabling. Submit a request for those atriums through EMS
    - Tivoli- email acesmaindesk@ahec.com
- Posters- please reference university poster policy. Posters in CU Denver buildings must be posted on boards and not on walls or doors.

Printing Services

Printing services can assist with design and printing of posters, invitations, yard signs, agendas and more. This is the preferred method to ensure university branding requirements are met. Contact printing.services@ucdenver.edu for quotes and more information.

Event Registration

Depending on the style of your event, considering if attendees should register in advance is important. This can help to indicate the amount of food to order, number of chairs to set up, how to staff check-in, etc. This can be a simple Google Form or can be more complex if you need to collect a registration fee. If collecting a registration fee is part of your event plan, speak to Student Life immediately to learn more about policies and requirements.

Catering

Events held in CU Denver buildings are not required to use a certain list of approved caterers. However, all caterers must provide a Certificate of Insurance when providing their services for an event. The requirements are listed here and questions can be directed to urmucddirs@cu.edu.

Events held in AHEC controlled buildings are required to use an authorized caterer which is listed in their website.

When contacting caterers, it is important to request a quote only and not commit until you have compared all quotes to your budget. When requesting a quote from caterers, include:

- Date, time, location, of your event
- Menu ideas and budget limits
- Type of service- full service, delivery-only, reception, buffet, plated meal, etc.
- Delivery & teardown times- be specific based on your room reservation

Once you have reviewed all quotes, be sure to fully confirm your caterer via email and tell the other caterers that you have selected someone else so they can release your request. Remember, students cannot sign contracts for events, only Student Life professional staff can complete this task.

Bake Sales on Campus- Bake sales are allowed if products are individually packaged or provided by an insured entity such as a caterer.

Parking Services- AHEC

Depending on the complexity of your event, coordination of parking for guests or vendors may be required. AHEC Parking Services manages parking on campus. Call 303-556-2000 for assistance.

These services include:

- Reserving parking spaces (i.e. parking meters for vendors or speakers)
- Parking Attendants- for large scale events with several hundred guests
- Parking Passes- parking for guests paid for by the event organizer

Event Check-In & Attendee Lists

In order to comply with purchasing requirements, all student events must have a check-in process to record who was in attendance. Plan to incorporate this into your event flow to capture:

- Name
- Affiliation (student, staff, faculty)
- Student ID
- Email Address
- Other information for future event use (i.e. how did you hear about us?)

A great resource to students for collecting registration is through MyLynx Online Student Involvement Platform. MyLynx allows for mobile check-in for all attendees.

- Using MyLynx requires prior event set up
- Once your event is approved it will generate an Event Pin
- Using CheckPoint APP, registration staff can access the Event Pin and scan attendees into the event

No Internet! MyLynx can accommodate post event check-in for Student ID's that were manually collected.

Post-Event Surveys

Following your event, it is best practice to provide a survey to your attendees to make notes for future event improvement. This can be a paper form as your guests are leaving the event. It can also be completed electronically at the event or emailed afterward.

CU Denver uses technology such as Formstack and Qualtrics for electronic surveys. However, other options such as Survey Monkey or Google Forms could also be utilized.

Additional Event Considerations

The following items are best practices to also consider for your event:

- **Accessibility**- how can you endeavor to make your event inclusive to all students including those with physical or cognitive disabilities? If you have questions related to accommodations you can make for your event contact Disability Resources and Services at (303) 315-3510 or Disabilityresources@ucdenver.edu
- **Public Safety & Risk Management**- will your event include a controversial subject? Are you incorporating a unique aspect that may require students to sign a waiver to participate? Contact University Events in order to incorporate University Police or University Risk Management representatives as needed.
- **High-Impact Events**
  Will your event include any of the following?
  - 250 guests who are not affiliated with the university
  - Media presence- Newspaper, News Station, radio, etc.
  - Political representative, dignitary, or distinguished guest

  If so, please email events@ucdenver.edu to start the event notification process and to receive further guidance on event requirements.

For additional questions and resources regarding events on campus you may contact University Events at events@ucdenver.edu.

University Policies

Students need to be aware of the following university policies when planning events. Not every policy will apply to every event, but refer back to this section from time to time in order to ensure that you are following the guidelines.

Below are quick overviews of CU Denver policies related to events with links to the complete policies. In addition, AHEC has its own policies with regard to events in the spaces that they control. Click here to view the Auraria Campus Event Services Policies and Procedures.

Facilities Use by Employees and Students

Summary: Facilities and services available at the University exist for the purpose of supporting the campus mission of education, research, public service, and patient care. Use of University facilities by University employees or students is prohibited for commercial, personal, or private financial gain. In short, make sure your use of University space is for student org business, not for personal reasons.

Use of Facilities by External Agencies

The Facilities and Outdoor Spaces of the University are primarily for use by its students and University Departments for activities and programs that are directly related to the basic educational, cultural, recreational, and on-campus organizational activities. External Entities may schedule Space, Facilities, or Outdoor Space at the University provided that all campus commitments for space have been met and there is a Co-Sponsoring Department. A rental fee for use of University facilities, space, and or services shall be charged to all External Entities and the co-sponsoring department or group will be responsible for any unpaid expenses. Any external entity wishing to use Facilities or Outdoor Space governed by this policy shall enter into a Rental Agreement. "Fronting", or booking space for the sole purpose of making it possible for an external entity to use it in your group's name is prohibited.

For AHEC-controlled space, student organizations must disclose the nature of the relationship between the org and the external entity to determine pricing and responsibility for the event. In most cases, the co-sponsoring department/organization is required to make all arrangements for the event with ACES (Auraria Campus Event Services) and assumes full responsibility for the event. It is often simpler to direct the external agency to work with AHEC directly for rental space.

Posting Policy (AHEC)

Summary: Posting of announcements, handbills, posters, advertisements, flyers or printed material of any kind is prohibited everywhere on the Auraria campus, except on authorized kiosks, bulletin boards, and other expressly designated areas. In the Tivoli Student Union, flyers advertising on-campus may be posted on the UNPAINTED brick pillars and on the glass surfaces of the building entrance doors (avoiding the vinyl letters on the glass.)

- Only one flyer per surface is allowed.
- Flyers may only be posted on the unpainted brick pillars up to one week in advance of the event.

- Flyers may only be posted on the glass surfaces of the building entry doors on the day of the event.
- The Tivoli Student Union staff may relocate flyers to avoid damage; or to ensure ingress/egress from the building.
- Flyers must be advertising open events (not products or services, etc.)

Materials must be removed by the party posting them within 48 hours after the advertised event has occurred.

Chalking, tagging, painting or marking of any kind is prohibited on all Auraria buildings, grounds and facilities. Water soluble chalking is permitted on the ground level (sidewalk) exterior entries, to advertise special functions (sponsored by campus departments & recognized organizations and taking place on the campus) on the day of the event. Chalking is only permissible on the horizontal concrete ground surfaces (not on walls, brick surfaces, etc.) and must not be on the elevated step entries.

Posting Policy (CU Denver)

Only flyers, signs and notices that are mission related are allowed. A mission related announcement is one that is in connection with the education, research and community service missions of this institution that are sponsored by faculty, staff or recognized student organizations. Posting procedures may vary based on the particular building, its layout, and the function(s) of the facility. Students should contact the CU Denver Facilities Management Office at 303-315-2205, DenverCampusPosting@ucdenver.edu or the Facilities Dispatch at 303-724-1777 for questions and approval to post flyers, signs and notices in CU Denver-controlled buildings. The Lynx Center manages the posting of handbills on the bulletin boards in the Student Commons Building. In the Business School Building, postings, signs, and notices require the approval of the Dean (or designee). Business School postings, signs and notices should be related to the mission of the Business School and/or needs and interests of its students and faculty.

The display of event-related banners in the North Classroom Atriums is managed by the Office of Events. Please contact events@ucdenver.edu for more information. To display banners in the Tivoli stairway (near the Career Center), Student Life at studentlife@ucdenver.edu.

The Lola and Rob Salazar Student Wellness Center has its own public signage board and policies regarding its use.

Flyers and posters are never to be taped to walks, doors or windows.

Alcohol Policy

Students may not attend events in which alcohol is served or sold unless attendance is pre-approved by the vice chancellor for student affairs in consultation with the dean of the school or college hosting the event. Student organizations cannot serve alcohol at events.

Photo/Film/Video Policy (CU Denver)

CU Denver has a Film Advisory Committee that reviews requests to film and take photos in CU Denver buildings and oversees the permitting of these activities. Any time media is expected to participate in student org events or activities the University's media relations manager must be notified

(meme.moore@ucdenver.edu). Please submit requests at least one week in advance to allow time for a complete review.

The application for a permit to film in CU Denver buildings is located in the EMS room scheduling system - https://schedule.ucdenver.edu/emswebapp/ - You must have an account to access the system and create a reservation. Students may request an account and they are usually approved within one to two business days.

Use of Drones for Photography (CU Denver)

All use of UAS (unmanned aircraft systems – AKA drones) for any purpose by University faculty, staff, students, or third parties on University property, including but not limited to recreational or hobby flight of aircraft, is prohibited. AHEC has different policies regarding drones for non-CU Denver property. See below for more information.

Photography/Advertising/Videography on Campus (AHEC)

Auraria Campus Event Services reviews and gives permission to campus organizations that submit requests to advertise or do photography/videography on campus. It is important to ensure that there aren't other events scheduled during the requested photo shoot times to avoid disruptions.

Visit their webpage by clicking on the link above or call 303-556-2755.

High Impact Events with Political and/or Media Presence

A High Impact Event is an event that utilizes large or numerous areas of campus, is bringing or likely to bring a significant number of external visitors to campus (>250), involves elected officials or high-profile individuals, or any event that is likely to impact University operations because of safety/security concerns or significant media presence. For example: visits by political candidates, elected officials (i.e. President Obama's Auraria visit in 2010); outdoor food/beverage festivals (Top Taco on Auraria in 2016); or a conference that utilizes numerous classrooms or spaces.

Any event meeting the criteria outlined above must receive approval from University leadership before being held. Student organizations are responsible for notifying the Assistant Director for Student Organizations as soon as possible if any of the above conditions apply.

During election season, student organizations may want to bring political candidates to campus. This is permitted as long as the Auraria Campus and/or CU Denver are given advanced notice and can ensure public safety. Please contact the Assistant Director for Student Organizations or the Office of Events as early as possible if thinking about inviting a political candidate.

Occasionally, a political campaign will reach out to student organizations in an attempt to get access to the campus. Please be aware of your responsibilities as the hosting organization before agreeing to plan a campaign event.

Amplified Sound

Campus amplified sound guidelines can be found within the Auraria Campus Event Services Policies and Procedures document. Amplified sound can occur Monday through Thursday from 10am to 10pm, and

must be associated with a scheduled event. Amplified sound will only be allowed in one zone at any given time, and cannot interfere with interior or adjacent events. Contact ACES for more information at 303-556-2755.

Purchases for Events

As a recognized student organization at CU Denver, you have the ability to request funds for events. The Office of Student Life has policies and procedures for making purchases using student fee money. A few general rules to keep in mind:

- Itemized receipts are required for all purchases regardless of the dollar amount.
- A tip cannot exceed 20% of the actual cost of services or goods.
- The University is tax exempt. Be sure to inform the vendor up front to avoid having to remove tax later.
- You may not sign any contracts.
- Provide a sign-in sheet or list of attendees for each event to show who attended. Indicate whether the attendees are students, faculty or staff.

Terrace Room Policies

The Terrace Room on the 2nd floor of the Lawrence Street Center (1380 Lawrence St.) is a unique space at CU Denver. For one, this space has a $300 rental fee for all users, including students. This large conference room is equipped with state of the art audio visual capabilities and can be set in different configurations. Can be reserved in EMS.

Campus Catering Policies (AHEC)

The Auraria Campus requires that authorized caterers be used in these buildings when serving 35 guests or more. Neighborhood buildings, including North Classroom, the Lola and Rob Salazar Student Wellness Center, Student Commons and CU Denver buildings across Speer Boulevard do not have restrictions on caterers.

Recognized student organizations and the Student Activities/Life Offices which schedule open campus events may be exempt from the exclusive catering option, provided the following conditions apply:

1. Food items are to be distributed, not sold.

2. Food items are limited to single serving, pre-packaged chips, pretzels, crackers, and candy or other items as approved by the Director of Student Facilities Services or their designee.

3. Beverages are limited to single canned, single serving sodas, ice teas, and fruit drinks. Glass bottles are not allowed.

4. Any required licensing, insurance or associated fees are the responsibility of the sponsoring organization.

Bake Sales

The sale or distribution of food or other products is not allowed, except as outlined below Student organizations may conduct bake sales from info table locations which include the Madre Square sites, the North Classroom Atriums, Event Center entryway and Lynx Center in the Student Commons Building. Bake sales are not allowed at other locations. Foods that must be temperature controlled are not allowed.

City & County of Denver regulations must be adhered to. It is the responsibility of the sponsoring organization to ensure that they are compliant with these regulations, including but not limited to food handlers permits, preparation in approved facilities, pre-packaging, etc. Student organizations are responsible for getting pre-approval from Student Life and should recognize that additional limitations or conditions may be required by those offices. Sponsorship of commercial companies is not allowed. However, re-sale and/or distribution of commercial baked products is permitted provided it is not in conflict with the goods or services of current official lease holders, contractors and/or AHEC's Auxiliary Programs.