

# EVENT PLANNING MANUAL

Department of Student Involvement



**GET INVOLVED!**

Commons 302  
[www.uidaho.edu/getinvolved](http://www.uidaho.edu/getinvolved)

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Thanks for picking up this packet. We want your events to be a super success so we've pulled together some tips from our campus event planning masters to help out. Read the manual, write down questions, and follow up with us. We're here to help.

Go Idaho! Get Involved!

Student Involvement Team

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# EVENT PREP SHEET

## What to consider when planning an event

Purpose	How does this event support our mission? Why are you having this event?
Expectations	How many people will come? What do we need to achieve? What else is happening on campus? What do you want attendees to get out of this event?
Budget	How much do you have? How much do you need? What if you go over? Co-sponsorships?
Set Up	Describe event set-up. Room set up. Is there check-in? Who is lead org. member? What is needed -Tables? Chairs? Sound system? Who is the contact for set up/take down?
Décor	What is making the area festive? Who is in charge of arranging decorations?
Attendees	Who is attending event? Who should attend? What do you want them to wear?
RSVP's	Who will track RSVPs? Who sends out confirmations? Do we use an online source? Call in? OrgSync? Mail in? pay at the door? What is the RSVP deadline?
Transportation	How do people get to event? Where do they park? Are there costs or directions necessary to alert guests of? Handicapped parking and disability access?
Timeline	Who is doing what at event and when?
Food	What is going to be served? Can we expect any allergies? What is the vegetarian option? How do we distinguish who gets which meals? What is the price?
Beverages	What is being served to drink?
Tickets	Do attendees need to give someone a ticket to be admitted? Who sets pricing? Presale?
Speaker/guest	Do you need to make a contract to bring someone in?
Invitation/ promotion	How did people know about event? Who works on design? Who develops mailing list? When to send? Reminder invite necessary? Is there an e-mail to supplement and complement printed invitation? Inclusion/special needs statement?
Program Script	Outline program - who speaks when, what is the message? Who is preparing the script? Who is prepping the emcee? Hearing impaired accommodation?
Photos	Do we need to take photos? Of what? Who 's the photographer? How distributed/posted?
Nametags	How do we tell who people are? Who is making them? Hand printed? Pre-printed?
Follow up	Thank you notes? Post event mailings? Evaluations?
Evaluation	What can be done to improve this event? What went well? What did not go so well?

# EVENT PLANNING DOCUMENT

Event name: \_\_\_\_\_

Event description: \_\_\_\_\_

Performer/Artist: \_\_\_\_\_

Date: \_\_\_\_\_ Location: \_\_\_\_\_ Set up: \_\_\_\_\_ Budget: \_\_\_\_\_

Start time: \_\_\_\_\_ Set up time: \_\_\_\_\_ End time: \_\_\_\_\_

Ticket cost: \_\_\_\_\_ Rain site: \_\_\_\_\_ #of volunteers: \_\_\_\_\_

## EVENT CHECKLIST

Six months prior: (date) \_\_\_\_\_

- Research (talent, surveys, needs)
- Venue reservation (check University calendar)
- Budget (determine costs, track charges)
- Contact artist (cost/availability)
- Consider special accommodations for inclusion needs

3 months prior: (date) \_\_\_\_\_

- Catering scheduled
- Promotions timeline
- Logistics/timeline schedule
- Order décor , gifts etc.

1 month prior: (date) \_\_\_\_\_

- Follow up with catering, SPL, USS, catering, any reservations
- Promotional materials created and teaser out

Two weeks prior:

- Flyers up, social media events

Week prior: (date) \_\_\_\_\_

- Purchase supplies
- Finalize Day of Schedule with all parties
- Promo push

Day of: (date) \_\_\_\_\_

- Committee/team meets early
- Serve as host to artist/guests
- Event set up and coordination

## VISION for EVENT:

Expected # of attendees: \_\_\_\_\_

## Notes/instructions:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Committee members:

## BASIC PROMOTION PLAN:

- Print pieces (poster, flyer, handbill, flyers, banner)
- Radio (KUOI, Vandal Tuesday)
- UI calendar - [uidaho.edu/calendar](http://uidaho.edu/calendar)
- Social media (Facebook, Instagram, Twitter)
- Flatscreens (Commons, SRC, ALB)
- Tabling
- Other: \_\_\_\_\_

# EVENT EVALUATION

Attendance: students \_\_\_\_\_ public \_\_\_\_\_

Number of volunteers: \_\_\_\_\_

Total cost of event: \_\_\_\_\_

Costs:

Item	Estimated	Actual cost
Decorations/supplies		
Speaker		
Printing & Promotion		
Food/beverage		
Set up/sound charges		
Rental fees		
Other		
Total		

## Speaker/artist evaluation

Rate 1=poor 5=great

\_\_\_\_attitude/cooperation

\_\_\_\_performance

\_\_\_\_agent attitude/cooperation

\_\_\_\_inclusiveness of topic

### AUDIENCE RESPONSES:

What went well:

Issue

*Improvement*

Issue

*Improvement*

Extraneous factors (weather, conflicting events , etc):

Overall comments:

# SPACES TO RESERVE

Campus Location	Scheduling Entities	Contact Person or Unit	Contact Phone #	Contact Email
Academic Mall	Facilities	Charles Zillinger	(208) 885-6633	charlez@uidaho.edu
Admin Lawn	Facilities	Charles Zillinger	(208) 885-6633	charlez@uidaho.edu
Arboretum (New)	Facilities - Arboretum	Charles Zillinger/ Paul Warnick	(208) 885-6633	charlez@uidaho.edu
Arboretum Amphitheatre (Shattuck)	Campus Recreation	Cheryll Means	(208) 885-6353	cmeans@uidaho.edu
Classrooms	Registrars' Office	Online form	(208) 885-4620	Only by a faculty or staff person
Commons	Idaho Commons and Student Union	ICSU Scheduling	(208) 885-6956	icsu-rooms@uidaho.edu
Commons Green	ICSU and Facilities	ICSU Scheduling	(208) 885-6956	icsu-rooms@uidaho.edu
Guy Wicks Field	Campus Recreation	Cheryll Means	(208) 885-6353	cmeans@uidaho.edu
Kibbie Dome	University Support Services (USS)		(208) 885-7353	events@uidaho.edu
Kibbie North Field	Campus Recreation	Cheryll Means	(208) 885-6353	cmeans@uidaho.edu
Memorial Gym	USS - Events		(208) 885-7353	events@uidaho.edu
Parking Lots	Parking Services	Parking Services	(208) 885-6424	parking@uidaho.edu
SUB	Idaho Commons and Student Union	ICSU Scheduling	(208) 885-6956	icsu-rooms@uidaho.edu
St. Augustine's	St. Augustine's	Sue MacPherson	(208) 882-4613	stauggies@gmail.com
Tower Lawn	University Housing	University Housing	(208) 885-6571	housing@uidaho.edu
University Auditorium	USS - Events	Aaron Mayhugh	(208) 885-0578	events@uidaho.edu

Classroom reservations at [www.uidaho.edu/registrar/faculty/scheduling/classroom-request](http://www.uidaho.edu/registrar/faculty/scheduling/classroom-request)

Facilities Space Reservation form at [www.uidaho.edu/facilities/les/reservations](http://www.uidaho.edu/facilities/les/reservations)

Idaho Commons and Student Union [www.uidaho.edu/ICSU](http://www.uidaho.edu/ICSU)

# FOOD & BEVERAGE



## Campus Dining by Sodexo

### Need to know:

- All food on campus must be supplied by Campus Dining. If you are planning to sell or serve other food you **MUST** get their permission—call or email them.
- 10 days advanced notice
- Campus Dining is our sole food vendor on campus. Consequently, they have the right of first refusal for all food served on campus.

Contact: campusdining@uidaho.edu or catering@uidaho.edu

Phone: 208-885-6070

Website: www.uidaho.edu/dining/catering

## Not using Campus Dining? –contact Risk Management

### Need to know:

- Tenant User Liability Insurance (TULIP) insurance can be secured through the Risk Management Office for student organization events.

Contact: risk@uidaho.edu

Phone: 208-885-7177

## What if my event requires special cultural food?

Catering has indicated that they are willing to work with groups to make special request foods (including specific cultural recipes). In the event that Campus Dining cannot fill the request of the student group, the group can request to make their own food as long as the group has acquired a TULIP insurance policy from Risk Management ([risk@uidaho.edu](mailto:risk@uidaho.edu)).

## What if we want to sell cookies or sweets for a fundraiser?

Small food fundraisers are permitted on campus as long as the food is pre-packaged. For example you cannot make cookies in your apartment kitchen and sell them, but you can buy cupcakes at Safeway and sell them. This is because Campus Dining is the approved sole provider of food on campus and they are liable—this policy is how they mitigate their risk.

# FOOD & BEVERAGE

## Alcohol

### Need to Know:

- You **MUST** have a alcohol permit and submit an application to serve any alcohol at ANY University of Idaho sponsored function (on or off campus) - it takes up to 30 days.
- A permit from the City of Moscow is required to serve alcohol at your event whether it is on or off campus.
- The Office of the University President must approve applications for serving alcohol at University sponsored events.
- Catering charges \$40/alcohol permit for application fees.
- Idaho State Board of Education policy requires all guests to have their IDs checked and receive a wristband.
- You have to serve food along with alcohol at your event

Contact: Auxillary Services

Phone: (208) 885-5500 at least 30 days in advance to begin the application process.

Email: [auxiliaries@uidaho.edu](mailto:auxiliaries@uidaho.edu)



# RISK MANAGEMENT

## Physical

What physical harm could happen at this event?

Who is needed?

- ⇒ Campus Safety and Security Office.....208-885-7074  
campus-security@uidaho.edu
- ⇒ Moscow Police.....208-885-2677
- ⇒ Moscow Volunteer Fire Dept.....208-882-2831
- ⇒ Campus Security (Allied Barton).....208-885-7054
- ⇒ CMS Crowd Management via University Support Services  
Aaron Mayhugh, aaronm@uidaho.edu

## Reputational

How to mitigate rumors, bad press, unpopular decisions?

How do your members represent your organization?

## Organizational

How is this event positively or negatively representing your organization?

How might this reflect on the University?

Are you using University branding, is it approved?

Trademark and Licensing office:  
Sue Chen 208-885-4007  
schen@uidaho.edu

## Financial

What happens if we can't cover our expenses?

Are we using sponsored fees appropriately?

When do we cancel the event if we know it's not going to be successful?

## Emotional

How might attendees feel about content or purpose of the event?

How do new members perceive the event?

Does the event include sensitive subject matter? (death, illness, religious, political or charged topics)

Other resources :

Risk Management Event Planning guide: [www.uidaho.edu/public-safety-and-security/risk-management-and-insurance/riskplanning](http://www.uidaho.edu/public-safety-and-security/risk-management-and-insurance/riskplanning)

[www.uidaho.edu/risk](http://www.uidaho.edu/risk)

# PRINTING & PROMOTION

## Printing Basics

### Student Involvement Graphic Designer

Location: Idaho Commons 302

Phone: (208) 885-6331

Turnaround time: 1- 2 days

Complimentary services for Student Organizations

THREE complimentary poster sized copies per semester or a banner

Free b/w copies on white and/or colored paper  
(within reason and subject to staff discretion)

Submit posters/banners to: [asui-clubs@uidaho.edu](mailto:asui-clubs@uidaho.edu)

### Idaho Commons Copy Center

Location: Idaho Commons 2<sup>nd</sup> floor

Website: [www.sub.uidaho.edu/copycenter](http://www.sub.uidaho.edu/copycenter)

Phone: (208) 885-7377

Turnaround time: typically 24 hrs.

Typical order pricing:

#### 8.5"x11"

Black/white		
1-24 copies	25-99 copies	100+
\$0.10	\$0.08	\$0.07
Color		
1-49 copies	50+ copies	
\$0.79	\$0.49	

#### 11"x17"

Black/white		
1-24 copies	25-99 copies	100+
\$0.18	\$0.16	\$0.14
Color		
1-49 copies	50+ copies	
\$1.59	\$0.99	

### Digital Imaging Services (BANNERS)

Prints larger than 12"x18"

Location: Idaho Commons 2<sup>nd</sup> floor

Website: [www.printonline.uidaho.edu](http://www.printonline.uidaho.edu)

Phone: (208) 885-5955

Turnaround time: 24 hours

Pricing:

36" Wide Rolls - Price per running foot	
Heavy Coated	\$15.00
Photo Gloss	\$20.00
Semi Gloss	\$20.00

# Get Involved

## Student Organization Fair

- Tues. Feb. 5th
- Commons Clearwater/Whitewater room
- 11am-1pm
- Variety show in food court!

FREE  
Cookies

learn about student  
orgs available to you!



# PROMOTION

## Idaho Commons Digital Displays

**Format:** 888x580 pixels .jpg or .png file, landscape  
**Prices:** free for student organizations & ASUI  
**Details:** Submit one week prior to event/activity date  
Displayed for a maximum of two weeks.  
Guaranteed to be displayed 30 times per day at 15 second intervals  
**Submit at:** [icsu-display@uidaho.edu](mailto:icsu-display@uidaho.edu)

## Idaho Commons Food Court Table Tents

**Location:** Idaho commons food court  
**Description:** 25 one sided sheets  
**Format:** 6"x4"  
**Prices:** free for student organizations  
**Details:** displayed for maximum of 7 consecutive days  
**Reserve at:** [www.uidaho.edu/ICSU](http://www.uidaho.edu/ICSU)—click reserve a space  
**Submit at:** Idaho Commons Information Desk the Friday prior to the reservation week.

## Idaho Commons Indoor Banner

**Location:** Idaho commons second/third floor, overlooks the food court  
**Format:** vinyl or paper banners accepted  
**Prices:** free for student organizations  
**Details:** displayed for no less than one week and no longer than two weeks, maximum of three weeks in a semester  
**Reserve through:** [www.uidaho.edu/icsu](http://www.uidaho.edu/icsu)—click reserve a space

## Idaho Commons Balcony Banner (outside)

**Location:** Idaho commons outside  
**Format:** vinyl 120"x30", three grommets along the top  
**Prices:** free for student organizations  
**Details:** displayed for no less than one week and no longer than two weeks, maximum of three weeks in a semester  
**Reserve through:** [www.uidaho.edu/icsu](http://www.uidaho.edu/icsu)—click reserve a space

## Idaho Commons and Student Union Easels

**Location:** second floor adjacent to Information Desk at the SUB and Commons  
**Format:** poster on mounted foam core  
**Prices:** free for student organizations and those with reserved meetings/events in SUB or Commons \*\*  
**Details:** Student Involvement has a designated Student Org. easel, give to Student Organizations Program Coordinator.  
**Submit to:** Student Involvement Coordinator

\*\* If you have a room reservation in Commons OR SUB...upon approval of an event (reservation confirmation) or meeting in the Commons or the SUB building, poster design is approved by ISCU staff and displayed two days prior to and the day of the event.

## Street Banner: Deakin Ave.

**Location:** Deakin Ave. outside Student Union Building  
**Format:** 48"-54" x 30"-40", ½" grommets every 2 feet on top and bottom, wind slits are encouraged  
**Prices:** \$60 each time the banner is hung  
**Details:** displayed for maximum of seven consecutive days  
**Reserve through:** [www.uidaho.edu/icsu](http://www.uidaho.edu/icsu)—click reserve a space

## Vandalizing the Bathroom Stalls

**Location:** Idaho Commons bathroom stalls, floors 1-3  
**Format:** submit a short description of an event or announcement  
**Prices:** free for student organizations  
**Details:** updated and distributed every week-ish  
**Submit to:** [stallcall@uidaho.edu](mailto:stallcall@uidaho.edu)

## Student Newspaper: Argonaut

**Phone:** 208-885-5780  
**Email:** [arg-advertising@uidaho.edu](mailto:arg-advertising@uidaho.edu)  
**Description:** advertise in your student newspaper  
**Format:** dependent on size, color, publish dates  
**Price:** rate card found here: <http://www.uiargonaut.com/advertising/>  
**Submit to:** Student Organization is responsible for contacting

## Student Government—ASUI Senators

**Description:** 15 ASUI senators are elected to represent the student body and have responsibilities to visit living groups to give reports.  
**Format:** provide information via mailboxes to be distributed, 15 copies  
**Price:** free  
**Submit to:** Idaho Commons 302 mailboxes

## All Campus Email from ASUI president

**Description:** each week the ASUI Communications Board sends an all campus events email. Inclusion is up to the discretion of ASUI.  
**Format:** fill out the online form  
**Price:** free  
**Submit to:** [www.uidaho.edu/asui-events](http://www.uidaho.edu/asui-events)

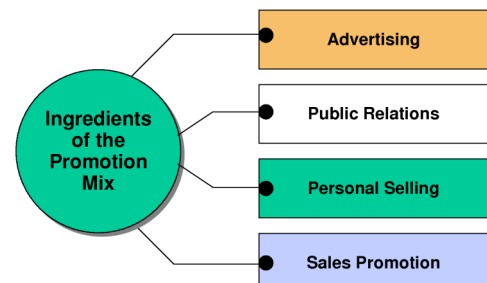
## Greek Life Mailboxes

**Description:** leave flyers for all chapters in one spot  
**Format:** 8.5x11 preferred 28 copies  
**Price:** free  
**Submit to:** TLC 3rd floor, boxes in hallway outside Dean of Student's Office two weeks in advance.

## Residence Halls Mailboxes

**Description:** leave flyers for halls in one spot  
**Format:** 60 flyers  
**Price:** free  
**Submit to:** Wallace 2nd floor, two weeks in advance.

Elements of the Promotion Mix



# PROMOTION

Campus Promotion Vehicles	contact
<b>Print</b>	
Flyers (locations on next page)	Complimentary b/w prints Commons 302
Playbills/handouts	Complimentary b/w prints Commons 302
Poster (on an easel)	Designated spots for VE, ASUI, Student Orgs, Leadership Programs, and Volunteer Center
Sandwich board	Student Involvement has a chalk board one <a href="http://www.uidaho.edu/icsu">www.uidaho.edu/icsu</a>
Banner	<a href="http://www.uidaho.edu/icsu">www.uidaho.edu/icsu</a>
table tents	<a href="http://www.uidaho.edu/icsu">www.uidaho.edu/icsu</a>
Street banner over Deakin	call ICSU events coordinator 885-6956
<b>Multimedia</b>	
Email to Greek chapter presidents	<a href="mailto:greek@uidaho.edu">greek@uidaho.edu</a>
Email to Residence hall presidents	<a href="mailto:rha@uidaho.edu">rha@uidaho.edu</a>
Commons flatscreens	<a href="http://www.uidaho.edu/icsu">www.uidaho.edu/icsu</a>
Campus Recreation flatscreen	<a href="mailto:kstrong@uidaho.edu">kstrong@uidaho.edu</a>
Albertsons building	email powerpoint to <a href="mailto:dmoos@uidaho.edu">dmoos@uidaho.edu</a>
HTML or email to all students	<a href="http://www.uidaho.edu/asui-events">www.uidaho.edu/asui-events</a>
Borah Film Series movie previews	<a href="mailto:asui-ventertainment@uidaho.edu">asui-ventertainment@uidaho.edu</a>
Submit powerpointing slide to RHA movie channel	<a href="mailto:rha@uidaho.edu">rha@uidaho.edu</a>
<b>Social Media</b>	
Student Involvement YouTube channel	<a href="http://www.youtube.com/user/GetInvolvedUdaho">www.youtube.com/user/GetInvolvedUdaho</a>
FB fanpage event or post	Your organization's or personal
Instagram, Twitter, Vine, Tumblr	Your organization's or personal
<b>Newspaper Advertising - paid</b>	
Argonaut	<a href="mailto:arg-advertising@uidaho.edu">arg-advertising@uidaho.edu</a> or 885-5780
Daily news	<a href="mailto:cstaszko@dnews.com">cstaszko@dnews.com</a> , Craig, Advertising Manager
Washington State Univ. Daily Evergreen	<a href="mailto:advertise@dailyeverygreen.com">advertise@dailyeverygreen.com</a>

# PROMOTION

Promotion vehicle	Contact
<b>PR - earned media</b>	
Press Release	Sent to local media
Tip sheet	To local media
Public Service Announcement	TV or Radio
Bulletin board kits	To living groups
in person meetings	With campus leaders, living groups etc.
OrgSync news post	asui-clubs@uidaho.edu
Athletics event announcement	rgilmore@uidaho.edu
special event/ activity	Brings attention to event
University Communications and Marketing	newsreel@uidaho.edu
<b>Radio</b>	
KUOI- FM 89.3	Arg-radio@uidaho.edu
Inland NW Broadcasting	jon@inlandradio.com
Vandal Tuesday ZFUN broadcast	katied@uidaho.edu
<b>Public Outreach</b>	
chalking	facilities@uidaho.edu
Tabling	www.uidaho.edu/icsu - click on reserve a space
Presentation to IFC/Panhellenic/RHA	Greek@uidaho.edu RHA President, rha@uidaho.edu
Tabling at Bob's Cafeteria	
<b>Submit to:</b>	
Vandalizing the Bathroom Stalls, commons	stallcall@uidaho.edu
Today's Register	For faculty and staff www.uidaho.edu/newsevents/submit
U.Idaho Calendar submission	www.uidaho.edu/calendar
Student Involvement calendar	www.uidaho.edu/getinvolved
Northwest Public Radio calendar	www.publicbroadcasting.net/nwpr/events.eventsmain
OrgSync calendar	Log into OrgSync—events tab—event list—create an event

# FLYERING LOCATIONS

Flyer posting locations		THINK: Who's the audience? Where are they?
# of fliers	Location	Notes
2	Administration building	at the end of the 1st floor hall next to pop machines and Admin. Kiosk
1	Ag. Sci	
1	Albertson Building	East stairwell, 3 boards on each floor inside stairwell
2	alumni office	Sarb Office downstairs - announce at meetings
4	Art and Architecture	four buildings
15	ASUI Senators	30 copies to mailboxes in room 302
1	Brink/Phinney- polya	computer lab and study area
1	CAMP office	corner of 7th and line st
3	Chemistry building	big boards in main hallway
6	Education Building	1 on board, 5 to ed library as appropriate
1	Engineering	JEB 1st floor
1	Golf Clubhouse	
60	Housing Office /residence halls	bring 60 copies for each hall—put in RA mailboxes Wallace 2nd floor
1	Hartung Theatre	
2	Idaho Commons	board next to ATM on 2nd floor, 2nd floor display case
2	Kibbie Dome locker room hallway	Locker rooms too
5	LLC's	board outside of market/Denny's and in bulding 2
1	Law School	espresso bar in basement
2	Library - fishbowl & 4th floor	
4	memorial gym	next to vending machines, in locker rooms
4	Mines	one on every floor
2	Morrill Hall	1st and 2nd floor
1	Lionel Hampton School of Music	
1	Niccolls Building	
1	PE building	
1	Student Recreation Center	
1	Ridenbaugh Hall	
1	Student Union Building	across from student accounts
35	TLC	diversity center, greek mailboxes— second floor
1	VandalStore	main entrance
2	Wallace	boards on east and west entrances of Bob's
1	Women's Center	in Memorial Gym

# FLYERING LOCATIONS

Moscow community		Always ask first when approaching businesses
# of fliers	Location	Notes
1	AleHouse	Sixth st.
1	Bagle Shop	Main St.
1	Bookpeople	Main St.
1	City Hall	Washington St.
1	Cj's	Main St.
1	Co-Op	Washington St.
1	Dead Beat Records	Sixth & Washington.
1	Eastside Marketplace	Troy Highway
1	Friendship Square	Main St.
1	Hastings	HWY 8
1	Mikey's gyros	Main St.
1	Mingles	Main St.
1	North Idaho Athletic Club	Main St.
1	One World café	Sixth and Main St.
1	Palouse Mall	bulletin board down the hallway next to RiteAid
1	Patty's Kitchen	Third st.
1	Pita Pit	Third St.
1	Quiznos	Palouse Mall
1	Rosauer's	North on HWY 95
1	Safeway	Troy Highway—HWY 8 East
1	The Garden	Main St.
1	Tri-State	Moscow-Pullman Highway
1	Walmart	Moscow-Pullman Highway
1	Winco	Moscow-Pullman Highway
1	HyperSpud Sprots	Main St.
	Grove apartments	South of Moscow on highway 95
Pullman		
1	Dismores Grocery Store	Grand Ave
1	Daily Grind	E. Main st.
1	Thomas Hammer	Main St.
	WSU Campus	Stadium Way.
Surrounding communities		
	Troy, ID	20 minutes East on Troy Highway (road goes by Safeway)
	Deary, ID	35 munites East on Troy Highway (road goes by Safeway)
	Potlatch, ID	22 minutes North of Moscow (road goes by Rosaurers)
	Palouse, WA	20 minutes North West of Moscow