

Planning an Event

Planning is a key element in a successful event. Major events require that thought and actions take place 6 to 12 months before the event. Smaller events may be successful with a shorter preparation time, but will still involve the following basic planning components:

- What are the goals and objectives?
 - What is the event's primary message and theme?
 - Is the event to be formal or casual?
 - How many people will be attending?
 - What is the budget for the event?
 - What is the event program?
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Define Your Event – University Event

Goals and Objectives

- What are the key goals or objectives of this event or conference? Specifically, what is the desired outcome and what do you want your guests to take away from this experience?
- If you are considering sponsoring a non-University group, is the collaborative event in keeping with your department or organization mission and goals? As the sponsor, is your department or organization willing to make all the arrangements and cover the costs through your recharge account? Or, is it better to have the CSU Stanislaus Event Office manage this event as a rental activity with no involvement by your department?
- Is this to be a co-sponsored event; an event sponsored by a campus organization in conjunction with a non-university group? Co-sponsorship is appropriate when there is a clear connection with, or contribution to, the University. The educational mission of the co-sponsoring campus organization must be enhanced by the co-sponsored event. Campus departments or organizations that co-sponsor events will become the primary campus contact for the event. The department or organization will be responsible for full compliance with campus procedures for event planning, contact with campus service providers, any related liabilities, insurance, and costs associated with the event. Co-sponsoring an event does not ensure a facility use fee waiver. Specific approval must be obtained from the University Vice President of Business & Finance by submitting a Facility Use Fee Waiver Request.

- The sponsoring department must submit a Facility Use Fee Waiver request and it must be approved by the Vice President of Business & Finance (CFO). In instances where either party of the co-sponsored event stands to make a profit, the Facility Use Fee Waiver will not be permitted.
- What is the long-term value of the activity to the University?

Identify Key Planning and Production Items

- What is your event's primary message and theme? If you will have speakers, how will their messages be appropriately differentiated and integrated? How will this program be "choreographed"?
- If you anticipate a role for the President or one or more Vice President, it is critical that your Vice President or Dean be consulted. Be prepared to discuss what the administrator's role will be and the implications of including or not including them.
- What groups should comprise the audience? Who else might benefit from this event beyond the primary attendees? If it's appropriate and feasible within budgetary constraints, consider whether to include alumni, donors, community members, legislators, media, students, faculty, and staff.
- Are there opportunities to collaborate with other campus units or off-campus entities?
- What is the best date, time, and location for this event? Why? Has adequate lead time been planned to invite attendees, reserve the venue, etc.?

Identify Marketing and Communications Strategies

- What are the ways this event will be marketed? How can you gain greater effectiveness and leverage from this event – before and after? Have you considered soliciting assistance from the University communications department to explore marketing alternatives? Have you contacted the University's media relations department?
- Consider how your message will be communicated or reinforced through invitations, printed programs, publications, advertising, websites, list serves, etc.

- Do the printed materials (design and copy) clearly reflect and identify CSU Stanislaus? All use of the University name must be approved by the [University Communication & Public Affairs department](#).
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Event Budget - University Event

With escalating prices and limited resources, finding the best deals and meeting your bottom line are top priorities. Planning out your event expenses in advance will assist you in determining the feasibility of your event and will provide you with a clear understanding of where your investment is going. The following components will need to be considered in preparing an event budget:

Facility Use Fee:

The facility use fee will be waived if the event is an approved University event; a campus department hosting a campus event and/or program that achieves and/or is consistent with our students' educational requirements. Examples include, but are not limited to: Art, Music, and Theatre Department productions, performances, exhibits, and Warrior team sports games.

Co-sponsoring an event does not ensure a facility use fee waiver. Specific approval must be obtained from the University Vice President of Business & Finance by submitting a Facility Use Fee Waiver Request

Campus Services

If the event setup, event size, event duration, or event activities require the provision of services outside the normal day-to-day campus services there will be a cost. The sponsoring department should determine from service providers the amount to budget for the following Campus Services:

- **Facilities Services:** Room setup (chairs, tables, etc.), custodial (during event and cleanup), custodial supplies, special electrical and electrician services.
- **University Police:** Additional security required when alcohol is served, increased personnel, parking moratorium for specific parking lots, shuttle cart service.
- **Risk Management:** Event insurance to cover additional liability or campus waiver as determined from the Special Event Safety Plan.

- **Technology:** Audio/visual equipment, projector carts, setup assistance from the Office of Information Technology, etc.
- **Event Planning:** Services or staff provided by the Event Services office to assist with a University event.
- **Copying & Printing:** The campus Print Shop is a campus service provider that is required to recharge university departments for services provided. The service costs are less than copying and printing costs provided by outside vendors.
- **Postage and Mail Processing:** Costs may include postage for mailing printed materials, bulk mail of invitations, and shipping and handling. The campus Mail Services department can provide costs estimates.

Outside Services

Depending upon the specific requirements of the event, you may need to obtain services from outside providers. Examples could include drivers for guest transportation, valets for parking vehicles, security providers, etc. Any contracts with outside providers must be reviewed and approved by the university contract specialist and provider insurance be verified through [Risk Management](#). The Event Services office can assist you in locating outside service providers and obtaining university approvals.

Equipment Rentals

Depending upon the size and type of event, you may need to rent tables, chairs, table clothes and napkins, sound systems, stages, golf carts for guest transportation, etc. The Event Services office can assist you in locating equipment rental companies.

Guest Speaker Honorariums and Travel

A budget allowance should be included for any costs expected for special invited guests.

Catering and Beverage Service

Costs for catering and beverage services will depend upon the number of people to be served, the number of meals (breakfast, lunch, dinner, breaks), required setup, the number of waiters, etc. The CSU Stanislaus [Hospitality Policy](#) outlines the specific funds that can be used to provide hospitality. If there is to be an event charge to attendees to cover catering and beverage costs refer to the Cash Handling policy for guidance.

Events on the CSU Stanislaus campus are required to use the contract foodservice provider, [Chartwells](#). Chartwells staff are experienced in assisting with planning and cost estimates.

Design and Décor

Depending upon the event type you may want to have table decorations, stage scenery, and/or other decorations. The Event Services office can assist you in locating décor design specialists and floral companies.

Supplies and Miscellaneous

Some items to be considered in planning a University event are:

- Overtime and additional staff (temps, students)
- Pens, pads, folders, nametags
- Cue-book and/or briefing binder materials
- Hospitality for committee members/volunteers (See [Hospitality Policy](#))
- Complimentary tickets
- Signage

Campus Venues and Reservations

Based upon the academic year, facility availability may vary. The list below provides information on the campus facilities and outdoor venues available for events. Contact the Event Services staff for possible set-up plans and use fees.

| | FACILITY | Capacity |
|-------------------------|-----------------|-----------------|
| <i>Conference Rooms</i> | Lakeside Room | 50 |

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| MSR Conference Room 130C | 20 | |
| MSR Conference Room 130B | 10 | |
| <i>Large Assembly Facilities</i> | Bizzini Hall C102 (amphitheater with technology) | 144 |
| Carol Burke Lounge | 100 | |
| Demergasso Bava Hall P166 (amphitheater with technology) | 100 | |
| Demergasso Bava Hall P167 (amphitheater with technology) | 187 | |
| Event Center | 350 | |
| Main Stage Theater (amphitheater) | 300 | |

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| Mary Stuart Rogers Education Services Gateway Bldg. MSR130 | 144 theatre style 72 class style | |
| Snider Recital Hall (amphitheater with technology) | 318 | |
| Theater Lobby | 125 | |
| <i>Dining Facilities</i> | Main Dining Room (weekends & after 3 pm weekdays) | 450 |
| Warrior Grill (weekends) | 215 | |
| South Dining Room | 140 | |
| Village Cafe | 150 | |
| Faculty Development Center | 80 | |

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| <i>Outdoor Facilities</i> | Amphitheater | 10,000 |
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| Arts Patio | 150 | |
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| DBH Courtyard | 200 | |
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| Grassy Areas | varies | |
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| Main Quad | 200 | |
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| Teague Park | varies | |
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| <i>Outdoor Wedding Sites</i> | Circle View Meadows - between reflecting pond and Arts Quad | |
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| Gazebo-Sequoia Lake | 300 | |
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Village Lake/ Pergola varies

Snider Fountain Courtyard

Faculty Development Center 80

Athletic Complex Arena - Warrior 2,285

Locker Rooms/Showers

Student Recreation Complex Intramural Fields

Intramural Fields Football/Soccer Clubs

Dance/Group Exercise Studio

Stadium Restroom (Teague park adjacency)

R25 - Campus Events Calendar

R25 is CSU Stanislaus' event scheduling, calendaring, and publishing application. You may request on-campus space for an event by submitting an [Event Request using 25Live](#).

Here is a list of the many features R25 offers:

- Check rooms for availability;
- Submit room request;
- Monitor the status of your room request;
- View detailed information on a selected event or space;
- Email event details to contacts associated with the event, and other recipients;
- View and respond to event-related tasks assigned by you;
- Attach "To Do" tasks to events;
- Track the events of interest to you;
- Find out what's happening on selected dates;
- Publish events to online calendars;
- Set up and manage online E-commerce for events accessed via 25Live or the Publisher;
- Subscribe to an event feed with your preferred news reader or calendar

All departments / colleges / offices / student group or organization are responsible for leaving facilities in a satisfactory condition and must accept responsibility for any damage or loss incurred as the result of its use. ([How to submit a request](#))

About Events Calendar

The campus Calendar of Events is on the CSU Stanislaus web at [25Live Calendar](#)

When the R25 calendar opens the non-class events for the current day are listed.

Event Services How to

[Overview](#) | [How to](#) | [Policies](#) | [Resources](#) | [Forms](#) | [Training](#) | [Contacts](#)

Step-by-step instructions for tasks related to planning and holding events on the CSU Stanislaus campus:

How can I see what events are scheduled on the CSU Stanislaus Campus?

All campus events are listed on the [25Live Calendar](#)

- When the R25 calendar opens the non-class events for the current day are listed.
- To view non-class events for another day click on the date in the calendar at the right of the screen. Because there are so many events per day it is not advisable to click on the week or month view.
- To view events according to an event type (i.e., Art Events, Community Events, Athletic Calendar, Faculty Events, etc.) click on the group title (filter) in the column on the right of the screen. This will cause the non-class events to be filtered to the specific event type.

How do I use the Events Calendar to see what campus venues are available?

- Go to [25Live Non-Class Events](#)
- Click on "Locations" in gray R25 header. This will take you to the default calendar showing the MSR Conference Rooms for the current month. If the hour block is filled in the room is booked for that time period.
- For **other locations** see the list on the right of the screen (e.g., Arts Complex, Classroom Building, etc.). Click on the group title to see the various spaces in that location group (i.e. Dining Facility includes Main Dining, MSR Café, etc.)
- You can change the **date ranges** by clicking on the calendar in the right column. You can view by day, by week, and by month.

How can I submit a reservation for a University sponsored event?

- Use the R25 Events calendar. For the reservation module to work you must open the web using Firefox or Chrome browsers. It will not function well in Internet Explorer.
- Once you determine your preferred date, location, and time, double click on the box under the start hour for the chosen space.
- A screen opens requesting your username and password. Note that if you are not currently an R25 user you can click on "click here" to request access. If you are a current user, log on and complete the form.
- **Your reservation will require an account code** for facility and campus services charges. If you wish to request a fee reduction or waiver complete the Facility Use Fee Waiver/Reduction Request. Contact Event Services for assistance in submitting this request 209-667-3913.
- You will receive a response that indicates a tentative reservation.
- After the reservation has been approved by an R25 scheduler you will receive reservation verification.
- If you need to change or cancel a reservation contact Event Services 209-667-3913.
- If you have questions or difficulties making a reservation contact Event Services 209-667-3913.

How can I submit a reservation for a University department or organization co-sponsored event?

Submit the reservation as described above for University sponsored events.

Campus departments or organizations that co-sponsor events will become the primary campus contact for the event. The department or organization will be responsible for full compliance with campus procedures for event planning, contact with campus service providers, any related liabilities, insurance, and costs associated with the event. The sponsoring department must submit a Facility Use Fee Waiver request and it must be approved by the Vice President of Business &

Finance (CFO). In instances where either party of the co-sponsored event stands to make a profit, the Facility Use Fee Waiver will not be permitted.

How do I schedule catering for my event?

Chartwells is the exclusive food service provider for California State University, Stanislaus. They specialize in enticing menus for a variety of events. Chartwells Catering and culinary team offer creative and unique presentations, which can complement any style from casual to elegant. Please contact the Catering Office at 209-667-3634 and a professional catering manager will assist you with the planning of your event.

If you would like to place a catering order online, visit csustan.catertrax.com.

How can I get approval to have a staff potluck on campus?

To ensure the health and safety of our campus community any food provided to and/or sold to the public must comply with the [Temporary Food Permit Policy](#), and fill out a [Temporary Food Permit Application](#)

For food safety instructions go the [Risk Management Temporary Food Service web page](#)

What do I need to do to schedule campus services for my event?

Facilities Services: Submit a Facilities Services Work Order.

Link <http://www.csustan.edu/BF/Documents/FacilityRequest-WorkOrder.pdf>

Risk Management: Go to the [Risk Management web site](#), Special Event Safety Planning, for complete instructions and guidelines. This site provides you with complete information about:

- Special Event Insurance
- Consent & Release of Liability
- Events with Alcohol

- First aid Stations
- State fire Marshal Permit
- Parking
- Security

Keep in mind that there may be a charge for campus services, depending upon the nature of the event.

How do I pay for campus services?

Appropriate account numbers must be provided when completing the event reservation. The charge will be processed through the charge-back process. The campus service providers can provide you with cost estimates prior to the event.

How do I pay guest speakers?

For instructions [go to "how to" pay guest speakers](#) on Buying & Paying web page

How to I pay off-campus vendors?

For instructions [go to "how to" pay vendors](#) on Buying & Paying web page

How do I cancel an event reservation?

To cancel an event reservation, contact the Event Services Office. 209-667-3913