

NORTHWEST MISSOURI STATE UNIVERSITY

STUDENT UNION AND THE STATION EVENT PLANNING GUIDE

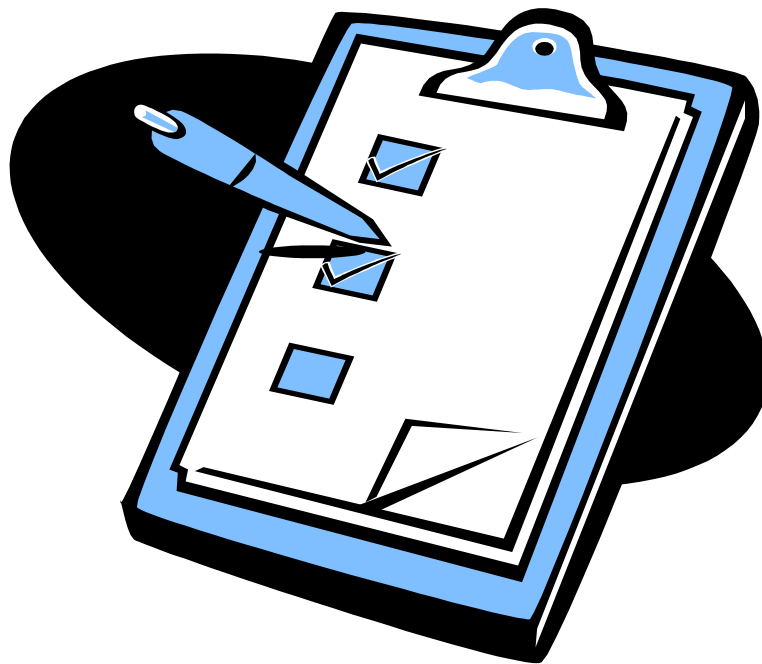


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Purpose

The purpose of the Student Union and the Station Event Planning Guide is to assist student organizations, faculty, and staff with successful event planning in the Student Union and the Station. Successful events are well organized and planned in advance, and are able to be repeated year after year with little additional planning. The quality of an event defines the quality of the organization, department, or office and has a direct reflection on Northwest and its public image.

Things to Consider

Dates Fill Quickly

The Ballroom in the Student Union and the Station's West/Center/East Room are utilized heavily on the weekends for conferences, performances, banquets, and other university wide events. Plan your event dates accordingly. It is recommended that large event dates are requested at least one trimester in advance. Certain days fill up quicker than others and should be taken into account, such as the weekend of Homecoming, the first two weeks of the fall trimester known as Advantage, and Greek Week for example.

Smaller events such as movies or dinners with less than 100 attending, which can be held in East, Center, or West in the Station or the Boardroom or Tower View Dining Room in the Union, should be requested as soon as possible as they are the next most reserved rooms. Meetings held on a reoccurring basis should also be scheduled as soon as possible.

Follow the policies regarding scheduling events; no event will be scheduled more than 15 months in advance, student organizations may request weekly meetings one trimester in advance, and weekly meetings may not be held in the Ballroom.

Other Campus Activities

When planning a large event consider other activities that are coinciding with your activity that may decrease the expected attendance. Activities such as sporting events, Encore Performances, major speakers, programming in the residence halls, etc. are examples of events that may lower the number of attendees at your event. Some conflicts are unavoidable but should be taken into consideration and planned for accordingly.

Audio/Visual and Furnishing Needs

Audio/visual equipment and furnishings are limited to quantities on hand. Items like LCD projectors and round tables are popular items and should be requested as soon as possible. If an item is unavailable other arrangements will have to be accepted. Audio/visual equipment and furnishings that the Student Union and the Station do not normally have (teleconference phones, networked computers/laptops, multimedia equipment, etc.) should be requested in advance as it does take additional time to procure and set-up.

Length of the Event and Set-up Times

The length of an event is also important to its success. Here are some suggested lengths for events.

Conferences

Conferences may be all day or several days based on the size and nature of the conference. When planning the conference try to make each session about an hour and generally no more than an hour and a half. It is important to remember to have breaks in between each session. The longer the session is the longer the break should be, for example to have a smooth start and end time, start each session on the hour and end it ten minutes prior to the hour. Hour and half sessions should probably have a fifteen minute break in between the end of the last session and the beginning of the next.

Banquets

Banquets should generally not last any longer than two and a half hours. It is best to plan a short gathering/refreshment time about thirty minutes prior to the start of the event, allow forty-five minutes to an hour for dinner depending on the number of guests, and about an hour for the awards/activity portion of the event. It is a good idea to set a maximum length of a key note speaker's address (if applicable) to fifteen to twenty minutes, shorter if there are multiple speakers. Also do not be afraid to begin the program while people are eating but not while people are waiting to be served or are still standing in line.

Performances and Dinner Performances

Performances should realistically last no longer than two and a half hours, unless dinner is involved than plan on an additional hour for the dinner. The same rules apply for the dinner portion of the performance; do not start the performance while people are waiting for food.

Meetings

Meetings should probably not last any longer than two hours because attendees tend to get restless. If the meeting must last longer than an hour and a half, plan a short break in the middle.

Multimedia Events

The Student Union and the Station do not have the capacity to do large multimedia events that require multiple computers to be networked together or to do Satellite Videoconferences should contact the Information Systems Department to make the necessary arrangements. These types of events will be limited in the number of people that may attend by the various locations on the Northwest Campus.

Making the Request

The **start time** for the event is the time the guests will begin to arrive, and any set-up time should be noted in the request, but not as part of the start time. **Set-up time** generally does not take more than 2 hours however there several exceptions such as extensive decorating for weddings or proms which can take up to 8 hours, or even an entire day prior. If the set-up for an event needs to be done the day before the event, each room will need to be reserved and may be charged for the additional set-up time. The additional room charge(s) for the room set-up the day before is because no other event can take place in the room(s) during this time and because space is limited. Rooms should be cleaned up immediately

following the event, or if arrangements are made prior, the day after and additional charges may be assessed for the next day clean up. Events that benefit the campus as a whole (SOAR and Advantage), have extensive set-ups and tear downs (Yuletide Feast), or are set-up late night (after 9:00p) for 8:00am the next day are exempt from the additional room charges.

Room Capacities and the Number of Attendees

Room capacities are set for each room according to the size of the room, available exits, room set-up, and available furnishings. The capacities are not set in stone however should be adhered to as closely as possible. The Ballroom for example is set for 500 people theater style as the maximum capacity due to the availability of seating and the safe entrancing and exiting of guests. This does not mean that the Ballroom can be set for 500 people at round tables. The theater style capacity for the Ballroom also does not take into consideration additional furnishings such as staging, or audio/visual equipment needs. Addition of furnishings and a/v equipment decrease the capacities.

It is important to set a maximum number of attendees for each event, and even more important choose a realistic number of attendees. Maximum number of attendees can be determined by several factors including, room availability, room set-up needs, and cost. There is no need to reserve Station East/Center/West if you are only having a dinner for twenty people, and likewise it is not feasible to have a dinner in Station East for one hundred people.

Ask for Help

There is no shame in asking help, in fact it is encouraged. Talk to the Student Union Event Coordinator or the Station Complex Director for suggestions on rooms, possible set-ups, and a/v needs. It is important to contact the Event Coordinator or the Complex Director to discuss possible room set-up options. Often the Event Coordinator or the Complex Director has diagrams of the room layouts or may be able to make a diagram after discussing several options. A basic room layout design should be discussed at this time while a more detailed design can be accomplished a week prior to the event.

Talk to catering about food and decoration options. The catering managers have several years of experience in catering and are available to offer suggestions and guidance regarding meal and decorating options.

Ask advisors or other organizations who have put on similar events in the past. While your event will be unique, aspects of previous events can be duplicated.

Advertise the Event

After a request has been confirmed and the room(s) reserved, it is acceptable to advertise the event. Advertising an event prior to having the room reserved can cause several problems, the least of which is reprinting advertisements and confusing guests with room, location, or time changes.

There are several ways to advertise an event ranging in cost. The cheapest is word of mouth, but also chalk drawings on the sidewalks, email or building a website. Website creation takes time but is relatively inexpensive when done by a member of your organization. The University has several specialists that can help in the creation of an event website, however are generally paid to do so. Email

and sidewalk chalk drawings can be approved through the Student Affairs Office. In order to be approved to do a sidewalk chalk drawings, bring in a sketch of the drawing to the Student Affairs Office. Mass emails may be sent to students from the Student Affairs Office with prior approval. Student organizations may utilize this option to advertise an event; contact the Student Affairs Office or the Student Handbook for additional information.

The more expensive options are to print flyers to post in campus facilities, or the Sign Shop on campus may make a banner to advertise the event with sufficient notice. Flyers and posters may be hung on University Bulletin Boards after they have been approved by the Auxiliary Services Office. Banners may only be hung on the Student Union if approved for up to two weeks. Banner guidelines are available online and in the Student Affairs Complex.

Updating Event Information

Contact the Student Union Event Coordinator or the Station Complex Director regarding changes in set-up, attendance, or a/v needs prior to the event. Changes the day of the event may not be accepted. Changes in attendance should also be communicated to Catering if necessary as well. As catering charges per person it is best to maintain an accurate head count.

Support for Events Occurring at the Bell Tower, Colden Pond, or Centennial Garden

Outdoor events are not supported by Student Union personnel or equipment with the exception of a portable sound system. Contact the Student Union Event Coordinator to reserve the portable sound system. The portable sound system will be available for pickup prior to the event on the day of the event and must be returned prior to 11:00pm when the Student Union closes unless other arrangements are made.

Tables, chairs, and large grills for outdoor events are reserved through the Materials Distribution Center (562-1180). Reservations should be made a minimum of two weeks in advance of the event, four weeks prior to the event during peak times such as the first week of the fall trimester, Homecoming week, and the last week of the spring trimester. The MDC does not accept email requests. All outdoor furnishings and equipment are delivered Monday through Friday 8:00am-5:00pm. It is the responsibility of the requesting organization to set-up before the event, tear-down and clean tables and chairs, and dispose of hot coals after the event.

The Grounds Department does have tents that are available for rent. Please contact 562-1183 to make arrangements. The Grounds Department is not responsible for the clean up of the Northwest grounds after your event. Please throw away excessive trash and neatly organize your equipment. Garbage cans may be requested by contacting the Custodial department at 562-1643.

Planning Conferences, Large Dinners with Performances, and Banquets

A lot of time, effort, and coordination go into planning a large event, and as result room(s) should be reserved several months in advance. The Student Union and the Station will accept reservations fifteen months in advance; longer if a third party contract is involved. Events of this nature should be planned a minimum of one month in advance.

Making the Reservation

The first step in making your reservation is to request a room. Room requests are accepted through the online Express Request module or by filling out a Room Request form. Several vital pieces of information are needed for a request to be accepted: client information, contact information, prospective date and time, event name, desired room(s) and set-up (s).

The **client** is the overall department, office, student organization, or outside business. The client for non-university organizations need to include address and phone number for billing purposes.

The **contact** is the contact person for the event. This person will be contacted regarding any questions for the event. The following information is required from the **contact**; first and last name, phone number (student contacts should have two phone numbers) and email address (Northwest users should use the Northwest email account). The **contact** will be the person in which all correspondence will be sent. Changes in event information may only come from the **contact**.

The **date and time** are the prospective date and start time in which the event is going to be held. Available dates may be checked on the Event Calendar at <http://resweb.nwmissouri.edu:8421/SAVii/SAViiGraphical.asp>. The **time** is the time in which the event will begin and end. Additional time for set-up and tear down should be noted on the request in the **notes** section.

An **event name** should be the same as that of the publicity to prevent confusion, and will also be used to identify the event at the locations entrance. If the **event name** changes prior to the event date notify the Student Union Event Coordinator or the Station Complex Director.

The desired **room(s) and room set-up(s)** is based on availability of the room and furnishings. Meeting rooms are generally not changed from the regular set-up but may be changed for conferences and major events, providing the availability of furnishings and length of the event is a minimum of half the day (4-6 hours). If you need rooms to be changed during the event all guests will need to vacate the room for a minimum of 15 minutes, depending on the room and the type of change needed, (events in the Station can only be changed Monday through Friday from 4:00pm-6:00pm and 4:00am-6:00am.

Requests with missing information will be delayed. Information regarding catering needs, audio/visual, set-up and tear down time, and any other logistical information is important but not necessary for the initial request.

After the request is submitted and approved by the Student Union Event Coordinator or the Station Complex Director a confirmation email will be sent to the contact.

Catering

After the event is confirmed it is at this time Catering should be contacted, if needed. Catering can assist in planning meals, decorations and coordinating colors of table cloths, napkins, and skirting. Contact Catering as soon as possible to make your food order. Northwest Catering is the only provider of food in University facilities according to university policies.

Advertising and Publicity

The Office of University Relations provides publicity for campus events through campus media and regional media outlets. Important information about your event should be communicated to the Office of University Relations at least ten days prior to the event for the optimal benefit of media coverage. Information for local media release may be submitted by contacting the Media Relations Specialist at 562-1704. To submit information for channel 9 or Notices of the Day, email the name of the event, date, time, location, and pertinent information and the name of the organization sponsoring the event to gbradle@nwmissouri.edu.

The Publications area in the Office of University Relations can create publicity for an event with sufficient notice. Publication can make professional signage such as flyers, table advertisements, small posters, etc. Publications needs at least three weeks to create an advertisement for an event. Publications will not make copies of hand-made publicity; copies may be made at the Mail Copy Center.

Advertisements that are not made by publications must be approved by the Auxiliary Services Office. Advertisements must contain the sponsoring organizations name on the advertisement. Bring in a final copy of the advertisement **PRIOR** to printing copies, for approval to the Auxiliary Services Office.

Advertising may be purchased from the Northwest Missourian, the Maryville Daily Forum, KNIM and KZLX Radio, and other media sources. Contact the Marketing Specialist in the University Relations office for assistance.

A mass student email advertising an event may be sent to students with prior approval from the Student Affairs Office. Mass Emails may be sent to faculty and staff by contacting the Human Resources Department.

Speakers

If you wish President Hubbard to speak at your event please make your request as soon as possible. Requests should be submitted at least six weeks in advance if at all possible to the President's Secretary at 562-1110. Other speakers can be referred by the University Media Relations Specialist at 562-1704.

Parking, Buses, and other University Vehicles

Campus parking is limited in areas around the Student Union and the Station. If the event will attract off-campus visitors to the campus, it may be helpful to designate a parking area for their use. Contact Campus Safety at 562-1254 to assist in identifying the best parking lot to use at least two weeks

in advance. Visitor and guest parking passes may be obtained from the Campus Safety Office or the Student Services Center.

University vehicles may be used both on and off campus for events. Because of limitation to the size of the bus and fleet vehicles, reservations should be made at least one month in advance. Contact Environmental Services at 562-1181 to inquire about university vehicles.

One Week Prior to the Event

At least one week prior to the event the Event Contact should contact the Student Union Event Coordinator or the Station Complex Director to confirm various details of the event. The number of attendees, the room set-up and furnishings, A/V needs, event start and set-up time, and the event finish and clean up time should all be discussed.

The number of attendees should be fairly accurate with only a few additions or subtractions between contacting the Event Coordinator a week prior and the day of the event, with the final count being due to the Student Union Event Coordinator or Station Complex Director no later than two days before the event. Some set-ups are limited due to the number of furnishings available such as round tables which are only available to quantities on hand while rectangular tables can be ordered with two weeks notice. It is important to have a rather accurate count of attendees at this time because availability of furnishings may also result in a complete change in room set-up.

A/V equipment is also limited, however is easier to obtain from other support service areas on campus. For large events a/v equipment should be requested as early as possible.

Start time, set-up time, end time, and clean up time, should also be discussed. Start and end times sometimes change between the initial request and the event and should be communicated to the Student Union Event Coordinator or the Station Complex Director. At this point set-up and tear down times are crucial. Set-up and tear down times should be determined based on the amount of time it will take for the event to be decorated (Union personnel will take care of setting up tables, chairs and a/v equipment ahead of time and does not need to be taken into account in the set-up time) and after the event the decorations taken down (like set-up, Union personnel will handle tear down of furnishings and equipment).

Also Catering should be contacted regarding any changes in the attendance at this time but no later than three days prior to the event.

Day of the Event

On the day of the event the only thing left to be done is the set-up prior to the event. Arrive at the location of the event at the prescribed set-up time. The Student Union and Station staff will be available to set up any furnishings and a/v equipment that is needed and to help with any minor last minute changes. At this time the staff will also run any necessary sound and lighting tests. It is important to show up on time; the staff will wait for fifteen minutes after the designated set-up time; all requests occurring after the staff has left will be subject to the availability and discretion of the staff.

Once the event has begun changes and additions will not be made to the room(s) set-up and layout unless previous arrangements have been made with the Student Union Event Coordinator or the Station Complex Director.

Breakfasts, Lunches, and Dinners (Dining Events)

Breakfasts, Lunches and Dinners (referred to as dining events in this section) are much less difficult to plan (exception is the multicultural dinners which fall under Dinners with performances) and can be done a minimum of three days prior to the event (events occurring on Mondays should be requested by Thursday afternoon). The Student Union has five rooms designated for dining service; the Ballroom, Boardroom, Tower View Dining Room, First Ladies Dining Room, and Alumni Dining Room. The Station Center Room must be reserved in all dining events. As a result, these rooms will have precedence over non dining events, with the exception of conferences, banquets, dining events with performances, events that benefit the University, and special events that do not fall into the preceding categories.

Requesting a Room for a Dining Event

The same process for requesting a room for dining service events is used as in planning conferences, dinners with performances, and banquets, only in a shorter period of time. It is important to choose a room based on the room set-up/layout options and capacity. For example in the Student Union the Ballroom should be used for any dining event over one hundred ten people, Tower View Dining Room and the Boardroom for thirty-seven to one hundred twelve people, First Ladies Dining Room for fifteen to thirty-six people and, Alumni Dining Room for less than twelve people. Additionally the Ballroom can hold a maximum of four hundred sixteen people at eight foot tables and two hundred seventy people at round tables (catering requires that two hundred seventy people at rounds tables be served buffet style while the served option is available for a maximum of two hundred sixteen people at round tables).

In the Station the maximum capacity East, Center, and West together is two hundred and forty at eight foot tables, while only two hundred people at round tables. Center and East or Center and West at eight foot tables is one hundred seventy-six people and one hundred twenty people at round tables. Center's maximum capacity at eight foot tables is one hundred-eight and eighty at round tables.

During dining events, occasionally a presentation is made using a laptop and an LCD projector or a podium. When presentations occur the maximum seating capacity is usually diminished by at least one table worth of seats, usually six to ten people, and should be considered at the time of the request. A/V equipment should be requested at the time of the request because it may be unavailable prior to the start of the event. If your dining event will need visual equipment and is for more than sixty (60) people it is recommended that you do not choose Tower View Dining Room as the room layout of Tower View is not conducive for projecting visual images for large groups of people.

After the request has been confirmed, contact catering regarding dining and decorating options.

Dining events automatically have a minimum of an hour before and one hour after the event for prep and clean time and does not need to be added to event start or end time.

Two Days Prior to and the Day of the Event

The same process applies here as with conferences, banquets, and dinner with performances; final attendance numbers and equipment needs should be discussed. On the day of the event there should not be anything that needs to be changed but if so, minor adjustments will be made prior to the start of the event only.

Meetings: Large and Small

Requesting a Meeting Room

Meeting rooms may be requested using the same process used for scheduling dinners and conferences up to two days prior to the event. In the meeting request it is important to reserve all audio/visual equipment at the time of the request.

Room set-up is not necessary to consider because meeting rooms in the Student Union are not changed for meetings. Meetings in the Boardroom and Tower View may accommodate special set-ups and should be cleared with the Student Union Event Coordinator. Due to the frequency of use for these rooms, special set-ups may not always be accommodated when time is not permitting.

Rooms in the Station can accommodate special set-ups but need to be arranged with the Station Complex Director ahead of time. There are some restrictions to special set-ups in the Station.

1. The first reservation with a set-up will be accommodated.
2. Special room set-ups can only change between 4:00pm-6:00pm and 4:00am-6:00am, Monday through Friday. Events that occur after that time are required to use the room in the current set-up.
3. Special set-ups for weekend events are set-up from 4:00am-6:00am. Events that occur after that time are required to use the room in the current set-up.

If the meeting does require a special set-up, upon arrival you may rearrange the room furnishings to meet your needs, however the room must be changed back to the original set-up to avoid being charged a room reset fee. The Ballroom will not support any weekly meeting requests as a courtesy to any users who wish to hold special events.

Reoccurring Meetings

Many meetings reoccur weekly, bi-weekly, monthly etc. Reoccurring meetings can be scheduled using either the Express Request web form or by filling the reoccurring event portion of the room request form.

Student Organizations are limited to requesting reoccurring meetings for only one trimester in advance with the exception of Student Senate. Staff and Faculty departments and organizations may request reoccurring events for one year. The Ballroom may not be reserved for weekly reoccurring events to accommodate other requests.

Last Minute Meeting Requests

Meetings cannot always be planned in advance due to uncontrollable circumstances, and as a result meeting room requests may be taken last minute. In order to schedule a meeting room on the day

of the meeting, a representative of the meeting must go to the Auxiliary Services Desk in the Student Affairs Office for meetings in the Student Union or to the Station front desk for last minute meetings in the Station. Last minute meeting room reservations will be taken when a room is available. The meeting room will be reserved under the meeting name, and organizing client for the designated time. Last minute meeting requests will be unable to be supported with audio/visual equipment or special room set-ups without being assessed a late reservation fee.

Final Thoughts for Event and Meeting Planning

Organization and planning are the keys to successful events. While Student Union and Station personnel will do everything possible to accommodate event requests, some requests will be denied based on availability of rooms, furnishings, equipment, personnel and frequency of late requests. Late requests affect not only the event in question but every aspect of the event from the personnel facilitating the event, to the equipment and furnishings, to other co-dependent departments such as catering and custodial, and other events occurring in the same location.

It is worthwhile to seek help from the Student Union Event Coordinator or the Station Complex Director regarding the event or meeting. Often there is a reason why a particular set-up, room, or equipment is unfeasible to meet your request, and usually a suitable accommodation may be met.

Event Planning Checklist

Planning the Event

Event Information			
Name of the Event/Activity			
Event/Activity Date		Room	

Event Logistics					
Pre Access Time		Post Access Time		Expected Attendance	
Start Time		End Time		Seating Style	

Event Equipment / Furnishings									
Furnishing/ Equipment		Furnishing/ Equipment		Furnishing/ Equipment		Furnishing/ Equipment		Furnishing/ Equipment	
Corded Microphone	<input type="checkbox"/>	Wireless Microphone	<input type="checkbox"/>	Lavaliere Microphone	<input type="checkbox"/>	CD Player	<input type="checkbox"/>	LCD Projector w/ DVD/VCR	<input type="checkbox"/>
TV w/ DVD/VCR	<input type="checkbox"/>	Document Cam (Need LCD)	<input type="checkbox"/>	Projector Screen	<input type="checkbox"/>	Laptop	<input type="checkbox"/>	Power Point Advancer	<input type="checkbox"/>
Computer Speakers	<input type="checkbox"/>	Extension Cord/ Power Strip	<input type="checkbox"/>	Flip Chart	<input type="checkbox"/>	Marker Board	<input type="checkbox"/>	Easel	<input type="checkbox"/>
Overhead Projector	<input type="checkbox"/>	Music Stand	<input type="checkbox"/>	Microphone Boom Stand	<input type="checkbox"/>	Table Top Microphone Stand	<input type="checkbox"/>	Teleconference Phone	<input type="checkbox"/>
8' Table	<input type="checkbox"/>	6' Table (Wood)	<input type="checkbox"/>	4' Table	<input type="checkbox"/>	6' Round Table	<input type="checkbox"/>	5' Round Table	<input type="checkbox"/>
4' x 8' Staging	<input type="checkbox"/>	NW Podium	<input type="checkbox"/>	Podium	<input type="checkbox"/>	Table Top Podium	<input type="checkbox"/>	Traffic Control Post	<input type="checkbox"/>
Sign Holder	<input type="checkbox"/>	Whiteboard w/ Stand	<input type="checkbox"/>	Music Stand	<input type="checkbox"/>	Choral Riser	<input type="checkbox"/>	Backdrop	<input type="checkbox"/>
Special Instructions									

Catering Contact Catering Manager at 562-1275											
No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	Catering Exemption	<input type="checkbox"/>	Meal Start Time	Theme				
Buffet	<input type="checkbox"/>	Served	<input type="checkbox"/>	Breakfast	<input type="checkbox"/>	Lunch	<input type="checkbox"/>	Dinner	<input type="checkbox"/>	Snacks	<input type="checkbox"/>
Special (Vegetarian) Meal Option				<input type="checkbox"/>	What?				How Many		
Special Instructions											

Advertising the Event									
Chalk Drawing	<input type="checkbox"/>	Table Advertisement	<input type="checkbox"/>	Student Email	<input type="checkbox"/>	Faculty/Staff Email	<input type="checkbox"/>	Poster/flyer	<input type="checkbox"/>
Notices of the Day	<input type="checkbox"/>	Radio Advertisement	<input type="checkbox"/>	Television Advertisement	<input type="checkbox"/>	Banner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Three Days Prior to Event

Confirmations to be Made									
Set-up Time	<input type="checkbox"/>	Start Time	<input type="checkbox"/>	End Time	<input type="checkbox"/>	Attendance	<input type="checkbox"/>	Seating Style	<input type="checkbox"/>
Equipment	<input type="checkbox"/>	Furnishings	<input type="checkbox"/>	Catering	<input type="checkbox"/>	Special Instructions	<input type="checkbox"/>	Special Speaker	<input type="checkbox"/>