COLLEGE OF BUSINESS

Student Organization Event Planning Guide

Provided By College of Business Dean’s Office

Fall 2017
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Become Knowledgeable:

Please use this checklist as a guide to planning events for UTA’s College of Business (C.O.B.). This packet used with the UTA Student Organization Handbook will help you navigate through campus while making sure you communicate effectively with many departments. If you have any questions please contact Myalinda Martinez. (myalinda.martinez@uta.edu, College of Business, 817-272-2882)

Please make sure to read UTA Student Activities official general policies at http://www.uta.edu/studentactivities/organizations/general-policies/responsibilities.php to make sure that you are meeting the requirements and responsibilities of a registered student organization.

Listed below are some of the UTA policies and procedures. To see all policies or to ask specific questions, please contact the UTA Student Organization office. (University Center Lower Level B140, 817-272-2962)

Advertising & Posting on Campus— https://www.uta.edu/studentactivities/organizations/posting.php

Amplified Sound—https://www.uta.edu/policy/hop/11-800

Breaking The Rules— https://www.uta.edu/policy/hop/3-700

Building Usage Policies :
- Administration and Campus Operations— https://www.uta.edu/policy/hop/5-300
- Reservation of a Room or Space on University Property—https://www.uta.edu/policy/hop/12-200 -Form 27-1
- Texas Hall—https://www.uta.edu/policy/hop/5-301
- University Center—https://www.uta.edu/policy/hop/5-304
- Use of University Facilities—https://www.uta.edu/policy/hop/12

Food & Alcohol Policy— https://www.uta.edu/policy/hop/5-309

General Student Policies— https://www.uta.edu/policy/hop/13

Free Speech - https://www.uta.edu/policy/hop/11

Fundraising & Solicitation—https://www.uta.edu/policy/hop/10-600

Logos—https://www.uta.edu/ucomm/identity/logo/
- https://www.uta.edu/studentaffairs/vpsa/about/marketing/marketing-material-guidelines.php

Outdoor Events and Party Policies—https://www.uta.edu/policy/procedure/7-7

Printing— https://www.uta.edu/studentactivities/organizations/printing.php

Registering Student Organization Events/Activities—https://www.uta.edu/studentactivities/organizations/general-policies/new-organizations.php

Risk Management—https://www.uta.edu/studentactivities/organizations/general-policies/risk-management.php

Security— http://www.uta.edu/records/about/security.php

Student Organizations— https://www.uta.edu/policy/hop/10

Tax Exemption—https://www.uta.edu/policy/procedure/4-16

Travel—https://www.uta.edu/policy/hop/13-600
Event Details

Event Name: _________________________________________________________________________
Event Date: __________________________________________________________________________
Time: _______________________________________________________________________________
Rain Date and Time (If your event is outside): ______________________________________________

Person in charge: ______________________________________________________________________
Contact Information: _____________________________________________________________________
Advisor in charge: ______________________________________________________________________
Contact Information: _____________________________________________________________________
Event Purpose: _________________________________________________________________________
Event Goals: __________________________________________________________________________
Event Theme: __________________________________________________________________________

Make sure to check the UTA and College of Business Calendars for availability and any conflicting events.

UTA Event Calendar: https://events.uta.edu/
College of Business Calendar: http://www.uta.edu/business/calendar.php

This list provided for your convenience, and NOT to be turned in. Make sure to read carefully through the checklist and notes so that you can ensure you follow the proper procedures and don’t miss deadlines.
Choosing The Right Venue

Person(s) Responsible for Room Reservations:___________________________________________________________

Event Location:___________________________________________________________________________________

(See here for marketing guidelines https://www.uta.edu/studentaffairs/vpsa/about/marketing/marketing-material-guidelines.php)

Secondary location in circumstance of rain (If your event is outside):_____________________________________________

Room reservations need to be made ASAP after you begin to plan an event. Where to reserve rooms: College of Business 6th Floor Conference Rooms: Email cobarooms@uta.edu
College of Business Classrooms: Contact Student Organization Office, (817) 272-2963 mavorgs@uta.edu; UC Lower Level- Room B120. Fill out form 27-1 and submit to office.
University Center:
   https://www.uta.edu/campus-ops/uc/plan/rooms/index.php
   https://www.uta.edu/campus-ops/uc/plan/reserve-now/index.php
   (You must also fill out additional paperwork for catering and audio/tech needs)

* Please note that requesting a room does not guarantee a confirmation. You must wait for a formal confirmation. The earlier you can submit a request the greater chance of availability. Many rooms are reserved a year in advance. To see a complete list of rooms visit:
   https://www.uta.edu/studentactivities/organizations/general-policies/event-planning.php
We have categorized everything for your convenience. Make sure to read carefully through the checklist and notes so that you can ensure you follow the proper procedures and don’t miss deadlines.

**Budget** (See page # 10 for budget example/template)
- Have you prepared a detailed budget to ensure you can purchase everything needed?
- Have you approved your budget with your advisor?
- Who is putting together the shopping list?
- Who is going shopping or ordering the supplies needed?
- When are you going to go shopping?
- Where will you store items?

**Equipment**
Have you contacted the appropriate departments and reserved any of the following you need? Please note that different departments and venues have different requirements and resources. Some examples are listed below:

- Microphone (Wired/Wireless)
- Laptop
- Sound System
- Podium
- Audio Feed
- Projector
- Screen
- Internet Access
- Computer
- CD Player
- Dance Floor
- Pin Spots
- Up-Lights
- GOBO
- Flip Chart
- Off-Site Stage (Ex: UC Mall)
- Pipe and Drape
- Tables
- Chairs
- Linens
- Table Decorations

**Specifically the College of Business offers:**
- Laptop (Includes Remote & Pointer)
- Projector
- Projector Screen
- Sound System

**Food**
- Have you checked that the reserved room allows for food and/or catering?
- Did you verify that your room reservation states that you plan to have food and/or catering? (Please note that the University Center requires additional paperwork. You must fill out a food request form in addition to your room reservation paperwork.) To see a list of approved vendors go to: [https://www.uta.edu/campus-ops/uc/food-vendors/index.php](https://www.uta.edu/campus-ops/uc/food-vendors/index.php).
- Do you have a total count of meals/snacks that need to be ordered?
- Have you assigned someone to order food?
- Have you made a list of people who have dietary restrictions need to be accommodated?
- Do you need to buy any snacks, meals, or beverages for any guest speakers or performers?
- Has the food been purchased?
Publicity

Who is in charge of organizing the publicity for your event?________________________________________

(See here for marketing guidelines: https://www.uta.edu/studentaffairs/vpsa/about/marketing/marketing-material-guidelines.php)

Have you considered:

____ Flyers/Handouts  ____ MavOrgs

____ Posters (See posters)  ____ Shorthorn

____ Facebook  ____ Formal Invitations

____ Email  ____ Information Booths (Email cobarooms@uta.edu for tables in the College of Business.)

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Official Posting Guidelines: https://www.uta.edu/studentactivities/organizations/posting.php
Official Posting Locations: https://www.uta.edu/studentactivities/_downloads/posting-locations.pdf
Printing Guidelines: https://www.uta.edu/studentactivities/organizations/printing.php
Orientation Information: https://www.uta.edu/studentactivities/events/orient-involve-fair-sum.php
Activity Fair Information: https://www.uta.edu/studentactivities/events/activity-fair.php

Official UTA colors: https://www.uta.edu/ucomm/identity/color/

Tips for designing flyers:
http://www.printaholic.com/15-tips-for-writing-effective-flyers/
http://www.printaholic.com/15-things-to-include-on-your-business-flyer/
https://designschool.canva.com/how-to-design-flyers/

Websites to help design materials:


Microsoft: https://templates.office.com/en-us/Flyers
Postermywall: https://www.postermywall.com/

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Timeline

____ Has someone been assigned to create an event timeline?________________________________________

____ Has someone been assigned to create a week-of timeline?________________________________________
Volunteers

____ Who is in charge of volunteers and volunteer sign up?________________________

____ Have you counted the number of volunteers needed? How many?________

Don’t forget to include:
- Ushers
- Ticket Takers
- Runners
- Someone to greet and help speakers/special guests
- Concessions
- Social Media People
- Photographer

____ Have you created a sign up for volunteers?

A great online sign up is SignUp Genius.
You can create a sign up, invite people via email or have them look up your event, then monitor everything. It will send reminders and help keep everything in one place.

____ Have you assigned tasks to volunteers for publicity?

____ Have you assigned tasks to volunteers for set up?

____ Have you assigned tasks to volunteers during the event?

____ Have you assigned tasks to volunteers for clean up and break down after the event?

____ Have you informed everyone of their responsibilities or held a meeting to go over the event specifics?

____ Have you informed volunteers of what to wear, what they are allowed to bring, event etiquette and what they should expect?

____ Do you plan to feed volunteers or have them eat before they come to the event? Have you stated this to volunteers?

____ Are you supplying water for your volunteers? If so, who is in charge of making sure they are iced down and ready to go at the event?
Event Parking

*Please note that parking is facilitated and supervised by Parking Services, not the Police Department.

*Do not fill out paperwork on the parking website without your department’s permission

In order to schedule parking for a guest speaker or event contact the academic department your organization is housed in (See page 5).

Guest Speakers:

To reserve one of the two parking spots allocated to the College of Business, you must ask your department’s administrative assistant to submit a request to the dean’s office. You will need to provide the guest’s name, organization, car license plate number (ask them to send you a picture), who the guest is presenting for and the date and time of the presentation. Your administrative assistant can assist with parking instructions/directions. Please note that if guests decide to park somewhere else on campus it is not guaranteed that they can avoid a ticket or receive money for parking. Tickets are handled like a normal traffic ticket so there is little room to intervene.

Events:

To reserve parking for an event contact your department’s administrative assistant. Parking services is very strict about their parking rules and regulations so you must make sure to follow the correct procedures. Some events are charged a fee and some are not.

Please plan in advance (a minimum of one week for a guest and two months for an event) for your parking needs.

To become more knowledgeable about Parking Services, go to www.uta.edu/pats. Once again, please do not complete any of their online parking request forms without your department’s permission.

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Post Event Checklist

- Delegate someone in charge of boxing up items and archiving.
- Make sure anything borrowed or rented is returned.
- Thank your members and volunteers for their contributions.
- Send thank you cards to special guests.
- If interested, email survey to volunteers and/or guests to generate feedback for next year.
- Reflect on your goals, were they met?
- Plan a time to meet together to complete the evaluation. (Make sure to include at least one person from each station of the event so that you get accurate feedback.)
- Take down old flyers, posters, etc.
- Put a thank you on any social media you have and then make sure the wording is all up to date.
## Event Evaluation

For tips on filling out a post event evaluation go to: [http://eventjuice.co.uk/measuring-evaluating-the-success-of-events/](http://eventjuice.co.uk/measuring-evaluating-the-success-of-events/)

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
<th>Projected Cost</th>
<th>Actual Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility/Venue</td>
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<tr>
<td>Table/Chair Rental</td>
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<tr>
<td>Decorations/Props</td>
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<tr>
<td>Posters/Banners</td>
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<tr>
<td>Shorthorn Advertisement</td>
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<tr>
<td>Giveaways</td>
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<tr>
<td>Food/Catering</td>
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<td>Trophies/Awards</td>
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### Income:

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<tr>
<th>Category</th>
<th>Date</th>
<th>Income</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Donations/Sponsorships</td>
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<tr>
<td>Ticket Sales</td>
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<tr>
<td>Concessions</td>
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<tr>
<td>Other:</td>
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### Expenses:

Total Expenses: ______________

Number of Volunteers Needed: ________________________________________________________________

Changes I Would Make In Next Year’s Budget:

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________
Event Evaluation

Attendance

Number of Attendees: ____________________________________________

Number of Volunteers Needed: ____________________________________

1. What was the most important part of the event?

2. Was the venue a good fit for the event? Why or why not?

3. What were the weakest parts of the event?

4. What were the best/strongest parts of the event?

5. Rate the overall attendance for your event.

<table>
<thead>
<tr>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
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6. Rate the planning for this event:

<table>
<thead>
<tr>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
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7. Rate the marketing and advertising for this event:

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<thead>
<tr>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
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8. Reflecting on the answers above, what advice would you give to next year’s committee?
E.H. Hereford University Center Operations

http://www.uta.edu/campus-ops/uc/
(817) 272-2929
UC Lower Level – B130
The E.H. Hereford University Center Operations Office is located in the Lower Level of the UC. This office handles all of the reservations for the University Center spaces (Upper Level Rooms, Blue Bonnet, Palo Duro, etc.). They are also the office that handles Table and Equipment Request Forms after the Student Activities & Organizations office approves them.

Student Publications (The Shorthorn)

http://www.uta.edu/studentpubs
817-272-3188
University Center, Lower Level
The Shorthorn, the campus newspaper, is distributed weekly during the long semesters and provides the campus with University, local, national and international news and editorial comments. The paper is published throughout the year with the exceptions of holidays and exam periods. Copies are available in campus residence halls, classroom buildings, and the University Center. Please consult The Shorthorn staff for ad and article deadlines.

Police Department

http://www.uta.edu/campus-ops/police/
(817) 272-3381
700 S. Davis Dr.
The mission of the University of Texas at Arlington Police Department is to support the goals of the University by working cooperatively with the community to provide superior quality law enforcement, security, and related services. If your event expects a large attendance or would require security for any reason, a meeting with police would be necessary.

Environmental Health & Safety

http://www.uta.edu/campus-ops/ehs
(817) 272-2185
EH&S Bldg. (500 Summit Ave.)
The Environmental Health & Safety (EH&S) Office strives to promote a safe and healthy working, learning, and living environment for the campus community. EH&S provides supportive technical consultation, training, investigation, and inspection to ensure compliance with guidelines set forth by federal, state and local laws and regulations. If your event involves nontraditional outdoor activities (grilling, car bashes, obstacle courses, etc.), a meeting with EH&S would be necessary.

University Catering

Carlisle Catering: https://uta.catertrax.com/

Additional information on UTA catering and using off-campus catering: https://www.uta.edu/campus-ops/uc/food-vendors/index.php

817-272-2304
UC Main Level 160
Planning a special event? You’ve come to the right place! As your on-campus catering provider, catering has a variety of menu offerings and pricing categories to help fulfill your individual needs. They serve both on and off-campus groups. Just give them a call, and they’ll help you customize your menu. They offer plated meals, buffets, casual catering and pick-up orders. Also, all food waivers are approved through Dining Services after they are obtained and approved through Student Activities & Organizations.
The Leadership Center

http://www.uta.edu/leadership
817-272-9220
UC Main Level – Suite 180
The Leadership Center is happy to come out to work with your group. They will provide team building activities, workshops on leadership topics, presentations about The Center, and consultations to connect you with resources to help you improve the effectiveness of your Organization.

Campus Recreation

http://www.uta.edu/campusrec
817-272-3277
Maverick Activities Center (500 W. Nedderman Street)
UT Arlington Campus Recreation has something to offer for all. Campus Recreation provides recreational and leisure opportunities for students, faculty and staff through several areas: Informal Recreation, Intramural Sports, Fitness & Wellness, Sport Clubs, Adaptive Recreation, Aquatics and Spirit Groups.