

Please keep in mind this is intended to be a guide. You may find some elements are more applicable to your event than others. If you have questions, please contact UCOM Events at events@creighton.edu. To submit a project brief to UCOM, please go to creighton.edu/ucom/brief.

General Event Details

Event title

- Description

Event planning team

- Team lead, support staff and volunteers

Purpose/goals of the event

- How does the event align with the University's strategic goals?
- How will you know if your event achieved its goals?

Budget

- Fund/Org Number
- Track expenses
- Gain approval of spending, as needed

Date of event

- Check 25Live Online Event Scheduling calendar for on-campus scheduling conflicts
- Confirm date with key participants (e.g., speakers, president's office)
- Place event on Creighton Calendar

Location of the event

- Reserve venue
- Allow ample time for setup and take down

Create a task timeline

- List tasks, along with due dates and the name of the person responsible
- Create subcommittees and assign subcommittee leads, as needed

Attendees/Invitations

Compile the invitation list

- Groups to consider: Faculty, staff, students, the president, the provost, other University leadership, Jesuits, alumni, donors, board members
- Share the invitation list with appropriate offices (e.g., president's office) for review/input

Invitations

- Type of invitation: hard copy invitation or letter, email, Eventbrite, BlueQ, public announcement, or phone call
- Include on invitation:
 - Name of host(s), type of event, time, date, location, RSVP information, dress code (if needed) and parking information.

Mailing date

- Depending on the event, the mailing date could be from two months to just a few weeks before the event
- Allow more time for formal events

Things to consider

- Weight and size of invitation if mailing through the post office, so you are not surprised by postage costs.
- Sending courtesy Save the Date email to key participants
- Including directions or a parking map

Other Items to Consider

Event itinerary/flow of event

- Do you need an emcee?
- Opening/closing prayer?
- Will there be a speaking program, videos or entertainment?
- Will there be any special presentations?
- Will your event require bulleted remarks, be unscripted or require a full script containing event details and stage directions?
- Do you need a photographer or someone to video record your event?
- Do you need to order or make centerpieces? How about table linens or napkins?

Publicity

- Advertise internally via the Creighton Calendar or *Creighton Today*
- Request publicity via Media Relations

Printed materials

- Printed program
- Name tags
- Menu cards
- Chair tags for assigned seats

Staffing

- Recruit and train staff for assigned positions
 - e.g., registration table, greeter

Policies and procedures

- Review policies of all event partners
- Follow guidelines for outside vendors

Preparing for the Day of the Event

Confirm final details

- Venue
 - Services provided
 - Timeline
 - Number of guests
 - Setup
 - AV
- Catering
 - Services provided
 - Timeline
 - Number of guests
- Additional on- or off-campus vendors
 - Services provided
 - Timeline
 - Number of guests
 - Directions to venue
 - Parking/unloading

Communicate

- Final information to speakers and administrators about the program and their role
- Provide guest list if needed
- Logistics to special guests
- Parking
- Directions
- Special arrangements
- Volunteer/staffing assignments

Create

- Day-of schedule
- Include timeline of tasks to be accomplished
- Have list of important phone numbers
- List of items to take and bring back from the venue

Day of the Event

- Bring event file with contracts and confirmations
- Arrive on-site early; confirm time with venue
- Ensure needed staff is onsite
- Arrange for secure location for your personal belongings and those of others assisting
- Meet with the venue and catering staff
- Confirm:
 - Room setup is as instructed
 - » Place reserved signs/chair tags
 - Registration table is ready
 - » Place name tags
 - AV equipment is ready and support staff is available
 - Catering setup is on track
 - Timeline of events with key partners (AV, Catering)
- Signage/greeters in place
 - Staff member to watch for the arrival of all special guests (anyone being recognized in the script) and speakers so that the script can be updated if needed.
- Facilities clean and entry way is clear
- Podium set with script (if needed), water, note cards, pen and lozenges.

After the Event

- Write and send thank you notes to volunteers, committee members, vendors, etc.
- Send photographs of the event to honorees/special guests
- Itemize and tally final expenses (as they arrive)
- Write the after-event report including recommendations for next time
- Clean out unnecessary items from the folder and file for later reference

Campus Partners

Sodexo Catering | 402.280.2446 | catering@creighton.edu

Sodexo Catering Coordinators are available to customize and create a menu to compliment your event and budget. You may place your order online, schedule or repeat an event, or request a menu consultation with a coordinator.

Services provided

- Served or buffet breakfast, lunch and dinner, appetizers, snacks, desserts
- Non-alcoholic beverages
- Alcoholic beverages
- Assistance with off-campus vendors (florists, rental companies)

Things to consider

- Will alcohol be served? If so, what process will be used to ensure alcohol is not served to anyone under the legal drinking age? Determine if a liquor license is needed and, if so, request at least one month in advance.

Centralized Reservations | 402.280.1493 | reservations@creighton.edu

The Centralized Reservations Office staff provides service for a variety of events such as meetings, seminars, conferences, campus-wide events and other special events.

Their office supports the University and the community by:

- Facilitating the scheduling of all non-academic events in general classroom and meeting spaces across campus
- Coordinating resources such as Sodexo Catering, Public Safety, Residence Life, Campus Recreation and Facilities in order to host, support and service events across campus

Indoor event

- Determine room/space layout with venue staff
- Obtain/provide diagram of layout
- Confirm audiovisual capability of venue and support provided by staff
- Discuss timeline and flow of event

Outdoor event (in addition to above)

- Reserve rain location
- Complete necessary outdoor reservation forms

Things to consider

- Traffic flow and timing when creating the layout. *For example, a two-sided buffet will ensure guests get through a buffet line more quickly.*
- Guests with special needs/physical challenges. *For example, use a ramp to access a stage versus steps.*
- The elements when planning an outdoor event. *For example, a canopy will fully block the overhead sun at noon, but if the event will be earlier or later in the day, the angle of the sun will result in only partial blocking by the canopy.*

Public Safety | 402.280.2104

- Get approval on where guests can park for the event
- If VIPs are attending the event, extra security might be required
- Work with the venue or Public Safety to create emergency exit and cancellation plans in case of threat to safety

Facilities Management | 402.280.2780

- Can assist with facility internal and external needs, if not maintained by the building staff
- Indoor—Change light bulbs, provide sufficient electrical support, move or hang items, remove trash, control temperature
- Outdoor—Clear grounds, make sure sprinklers are turned off, approve tent stake areas, provide sufficient electrical support, remove trash

