

EVENT PLANNING GUIDE

Office of College Events

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Viewing the Calendar and Creating Room Reservations

The College utilizes EMS Calendar to reserve rooms, spaces, facilities and inventory as related to any event outside of a regularly scheduled academic class.

There are two views of the calendar.

- The public calendar (<http://ems.hsc.edu/mastercalendar/MasterCalendar.aspx>) shows only events with no restrictions that are open to all guests, on or off campus.
- Events that have a more restricted guest list may be viewed using your network login at <http://ems.hsc.edu/emswebapp/>. Faculty, staff and students sign-in using “Welcome, Guest” in the upper right-hand corner.
 - Browse all events by using the link on the left-hand menu options

To create a new event reservation, login using network credentials at <http://ems.hsc.edu/emswebapp/>. Use the “Welcome, Guest” sign-in in the upper right-hand corner. Once logged-in, create a new event reservation by clicking Book Now beside the appropriate reservation template. Students have a slightly different form than faculty and staff. Training guides are available online under the Event Planning section of the Faculty/Staff webpage <https://www.hsc.edu/faculty-and-staff>.

Event Logistics Team (ELT)

About

- The ELT is comprised of members from various departments including College Events, Campus Police, Facilities, Catering, and Marketing & Communications.
- The ELT provides information and advice to help with event coordination and receiving the proper approvals for your event.
- All organizations that are hosting complex, large, or campus-wide events are encouraged to meet with the ELT. This includes concerts, reunions, orientation, open-houses, public events, etc.

When

- ELT meetings are hosted biweekly, every other Thursday from 10:00 – 11:00 am.
 - When warranted, the ELT will meet outside of this previously set schedule.
- You should reach out to schedule a meeting with the ELT no less than 4 weeks prior to your event so that you do not miss the work-orders cutoff dates for services.

Contact

- For any questions regarding your ELT, please email ccary@hsc.edu or call Cameron Cary at 434-223-6138.

EVENT PLANNING WORKSHEET

(For Event Quick Checklist, scroll to last page of document)

Proposed Event Title: _____

Campus Event Sponsor(Office/Department/Organization): _____

Primary Event Contact Name: _____

Best Phone (Office/Cell) Number: _____ Email: _____

If you are utilizing a planning committee or team, who is it comprised of and do they have a specific area of focus?
[i.e. Administration & Logistics, Marketing & Promotion, Sponsorship, Technology, Attendee Engagement]

Important Contact Details

NOTES

4-6 months ahead Use these items when building your reservation in EMS for events held on-campus.

1. Determine classification, goals, and purpose of the event.

- Who is your target audience?
 - Students
 - Administration, Faculty, Staff
 - Alumni
 - Community
 - Family and Friends
 - Specific campus group/club/organization: _____
 - Specific off-campus professional/state/national group/club/organization: _____ *

*Contact office of College Events for additional information

- Is this an internal or external event?
 - More than 50% of the intended audience is from Hampden-Sydney College
 - Less than 50% of the intended audience is from Hampden-Sydney College
 - More than 75% of expenses will be covered by Hampden-Sydney College
 - Less than 75% of expenses will be covered by Hampden-Sydney College

If your event is “less than” in either instance, it is an external event. Contact the Office of College Events for additional information.

- How will you classify your event?
 - Open to the general public, no exclusions
 - By invitation only or limited by exclusions
- Will your guests be required to register or RSVP for the event?
 - Who will create the registration form and maintain it?
 - Is registration limited to a certain number of guests?
 - How will registration data be used?
 - Who will collect the RSVPs and maintain the list? How will you collect them?
 - Is there a fee associated? If so, how will you collect it and what account number does it apply against?
 - When will you close registration (online or in-person)?
- What are your event objectives?
 - What is the key “take-home” message(s)?
 - What do you hope to accomplish?
 - How will you gauge effectiveness?
 - How does this event complement the Mission Statement?

2. Is this a single event or multiple combined events?

For multiple combined events (i.e. Family Weekend) you would want to consider each event individually and collectively. For instance, collectively you would want uniform branding for the day or weekend on publications and media. Individually, you would want event specific details that help target interests and convey your message.

3. Will your event have more than 100 guests or include complex planning? Schedule a meeting with the Event Logistics Team (ELT) by emailing ccary@hsc.edu.

4. What is your event type?

- | | | | | | |
|---------------------------------------|------------------------------------|---|--|--|---------------------------------------|
| <input type="checkbox"/> Ball/Gala | <input type="checkbox"/> Banquet | <input type="checkbox"/> Camp | <input type="checkbox"/> Ceremony | <input type="checkbox"/> Concert | <input type="checkbox"/> Club Meeting |
| <input type="checkbox"/> Debate | <input type="checkbox"/> Exhibit | <input type="checkbox"/> Film Screening | <input type="checkbox"/> Game | <input type="checkbox"/> Information Session | <input type="checkbox"/> Lecture |
| <input type="checkbox"/> Meal | <input type="checkbox"/> Meeting | <input type="checkbox"/> Open House | <input type="checkbox"/> Orientation | <input type="checkbox"/> Play | <input type="checkbox"/> Practice |
| <input type="checkbox"/> Registration | <input type="checkbox"/> Rehearsal | <input type="checkbox"/> Student Activity | <input type="checkbox"/> Study Session | <input type="checkbox"/> Tournament | <input type="checkbox"/> Tutoring |

5. Select date and time

- Consult campus calendar (login at ems.hsc.edu/emswebapp) for other events, athletic schedules, religious calendars, government holiday schedule, and community event calendars for potential dates.
- Consult calendars for hosts, VIPs, and/or speakers. If spouses are to be invited, check to ensure they can attend.
- Consider academic and workday schedule.
- Consider the implications of time. For instance, events scheduled between 11:00 am and 1:00 pm or 5:30 pm and 7:30 pm should include food service.
- Consider time changes and weather.
- Consider your setup and teardown time for decorations or special touches. For large scale events, consider reserving your space the day before and after your event to allow extra time.

6. Select and reserve venue(s)

- Is the event being held on or off-campus?
 - If on-campus, reserve via EMS Calendar as soon as possible.
 - If off-campus,
 1. Are there contracts that need to be signed?
 2. Are there restrictions on the potential venue?
 3. Are basic setup needs included in the rental fee? Are A/V services included in the rental fee?
- How many guests will be in attendance? Consider maximum capacities on venues.
- Do guests require reserved or dedicated parking?
- Do you require a specific setup? If so, does the venue allow for it?
- Do you require A/V capabilities (microphone and lectern, projection screen or smart tv)? If so, is it included with the space?
- Are there any other events occurring near the space that may conflict?
- How will guests with disabilities access the venue?
- Are there any potential security issues?
- If alcohol will be consumed during your event, is it permitted at the venue? What are the restrictions? Are special licenses required?
- Does your event include food or drink? If so, are there restrictions on the venue?
- Is the event being held outside? If so, you must have a rain plan. This can be postponement, cancellation, or an alternate indoor venue.
 - Determine who will make the rain call
 - Determine when the rain call will be made
 - Determine how and when you will communicate the rain plan with your guests
 - Determine how a rain call would affect the event (i.e. different or additional staff, vendors, rental equipment, setup, contracts, etc.)

7. Budgeting

- What are your funding sources/account number?
- What is your overall budget?
- If you are collecting a fee, what does it encompass? How will you collect it? Will you handle day-of sales? If so, will you use Square, cash, personal check and who will collect it and handle reporting?

8. Tickets

Consider the following for creation and printing

- What is your ticket price and what does it encompass?
- How will they be sold?
- Are there discounted advance/early-bird sales? What is the cut-off?
- How will they be distributed?
- Who will handle the ticketing process – sales, distribution, and reporting?
- Are there complimentary tickets? VIP, press, vendor
- Will they be sold at the door?
- Who will collect them and where?
- As a ticketed event, you will need to have passes created for essentials, press, event staff, vendors

9. Investigate the needs for special permits, licenses, insurance, etc.

10. Create a planning timeline and delegate duties

11. Reserve hotel room blocks or accommodations as applicable

12. Will your event have 300 or more guests? Contact the Office of College Events to see if you are required to have standby medical or first-aid services.

13. Do you need the President to attend or speak? If yes, add this as a service in EMS Calendar or by contacting Angie Clark at aclark@hsc.edu.

14. Food or drink

- Are there restrictions on the venue? Is food/drink permitted? Does it require use of a specific vendor/provider?

- How will food/drink be served?

Self-serve stations or buffet*

Boxed meals**

Plated/served meal**

Other*: _____

* You must provide vegetarian options. You should avoid peanuts and shellfish, both can cause anaphylaxis in those with allergies. If you are serving red meat, you must offer a second protein for those with alpha-gal.

**Boxed and plated/served meals REQUIRE collection of dietary restrictions and those must be shared with the food service provider.

- Make yourself familiar with dietary restrictions.

15. Select and book caterer, if applicable.

- If event is on-campus but you are planning to use someone other than Meriwether-Godsey, they must be pre-approved by the College via the Office of College Events. Contact ccary@hsc.edu to inquire about current pre-approved caterers.

16. Determine any rental needs and get quotes. Be sure to submit paperwork to Accounts Payable for any necessary deposits well in advance of the due date. You may be required to obtain a W9 from your vendor.

Tables/chairs Tents* Portable Restrooms Golf Carts Staging

*Require approval from Office of College Events and site visit from Miss Utility

Target dates

EVENT DATE: _____	Timing, working backward from event date.	INSERT TARGET DATE OR NOTES:
Save-the-date		
Sent	<i>8 weeks prior</i>	
Created	<i>3-5 months prior</i>	
Ordered/finalized	<i>2-3 months prior</i>	
Promotional items/gifts/awards		
Date needed on-hand	<i>5 business days prior</i>	
Created	<i>3-5 months prior</i>	
Ordered/finalized	<i>Set by vendor/provider</i>	
RSVP deadline/cut-off	<i>5-7 business days prior</i>	
Online registration		
Sent	<i>3-6 weeks prior</i>	
Created	<i>3-5 months prior</i>	
Finalized	<i>2 months prior</i>	
Mailed invitation		
Sent	<i>4 weeks prior</i>	
Created	<i>3-5 months prior</i>	
Ordered/finalized	<i>2 months prior</i>	
Emailed invitation		
Sent	<i>3-4 weeks prior</i>	
Created	<i>2 months prior</i>	
Ordered/finalized	<i>1 month prior</i>	
Reminder email(s)	<i>5-10 business days prior</i>	
Food/drink final counts due	<i>5-7 business days prior</i>	
Setup details due	<i>5 business days prior</i>	
Set walk-through with the major stakeholders, committee or team members and volunteers	<i>3-5 business days prior</i>	
Rain call	<i>24 hours prior OR Friday @9am for weekend event</i>	
Contract, deposit, or balance due dates	<i>Set by vendor/provider</i>	
Set Committee/Team meeting dates. Create calendar appointments.	<i>4 months prior – broad planning and task assignment</i> <i>3 months prior – revisit the broad plan and fine tune; task assignment</i> <i>1 month prior – build run of show, volunteer duties, staffing assignments, contingency planning</i> <i>2 weeks prior – finalize event timeline set by set, finalize work orders for Facilities and Catering</i>	

3-5 Months Ahead

1. Revisit your target audience.
 - Could there be secondary possibilities and how would this affect your plan?
 - Admissions recruiting
 - Individual, group, or community interest in topic or speaker
 - Advancement/donor potential
2. Request data to build your guest list
<https://alumni.hsc.edu/s/1845/bp/interior.aspx?sid=1845&gid=2&pgid=1422&cid=2632>
3. Does your event require special attire? Consider including this in your promotional material or invitation.
 Black Tie Cocktail Business Business Casual Casual Themed
 Weather Appropriate (when holding an event outside, consider the terrain, temperature, and how long your guests will need to be stationary without cover)
4. Create a publicity plan
 - Discuss print versus electronic media options with Marketing and Communications
 - If a professional photographer or videographer is needed, hire one
5. Speaker/presenter details
 - Finalize presentation/speech topic(s)
 - Get bio information and photo
 - Make travel and accommodation arrangements
 - If applicable, have contracts signed
 - If applicable, submit invoice with deposit information to Accounts Payable
6. Create, order, send Save-the-Date if being utilized
7. If event includes alcohol, additional measures are required. Any event on-campus where alcohol is served must be catered by Meriwether-Godsey. There are instances where BYOB is applicable, check with Meriwether-Godsey Catering to see if your event falls within those parameters. Hampden-Sydney College adheres to Virginia ABC licensing requirements.
8. If registration is required for event, what is your plan for partial registrations or refunds?

Events where food service or paid activities/services are included in registration require longer timelines.

 - Cancellation up to two months prior to event = refunded in full
 - Cancellation between two months and one month prior to event = 75%
 - Cancellation between one month and ten days prior to event = 50%
 - Cancellation less than ten days before the first day of the event = none

Less complex events can have a simpler cancellation policy.

 - Cancellation up to ten days prior to event = 100%
 - Cancellation 5-9 days prior to event = 50%
 - Cancellation within 5 days of event = none

Partial registration fees need to be calculated on expenditures during the partial timeframe. If your weekend registration (all inclusive) is \$300 per person and the first event is on Friday, then a partial registration could include Saturday events after 10am and be charged at a reduced rate. If the College will not need to absorb any costs associated, the rate should be reduced by the cost of accommodation and the meal charge for Friday night. If the College is still required to cover the costs, no partial registration fee can be offered.

9. Consider all aspects of your event to see if you are meeting basic needs for your guests.

- Activity or visual
- ADA accessibility and traffic flow, inside and outside the venue
- Restroom facilities
- Temperature/weather
- Refreshments
- Directional signage
- Attire
- Safety

Picture yourself taking part in the event from the moment you receive the invitation. Did you receive clear, concise information to include location, date & time, any deadlines for responses and how/where to respond, attire requirements, or a link where you can obtain more information? Imagine traveling to the event, where you will park, the route you will walk, what you will see upon entering, who will greet you, what you will do next, where you will sit, what you will eat or drink, how the program will be introduced, what the lighting will be like, what the sound will be like, what the venue smells like, how the event will be concluded, and how you will depart. Then focus on what your lasting impression will be.

2 Months Ahead

1. Finalize guest list
If your guest list includes children, be certain you have prepared for their inclusion. Considerations: special swag, entertainment, customized name tag, meal selection and dietary needs, high-chair or booster seat required, additional staffing, additional security or health & safety measures.
2. What type of seating will your event have?
 Open, first come first serve Assigned Reserved Mixture
If any answer other than open,
 - o How will you label or identify seating?
 - o Who will be responsible for seating assignments and locations?
 - o Who will be onsite to assist guests with locating their seats?
3. Finalize rental orders and any subsequent liability insurance requirements
4. Update your event title and description in EMS, if necessary
5. Follow publicity plan and target dates
6. Confirm emcees, presenters, etc. Always have someone introduce the President, if he is speaking.
7. Draft printed program and/or event script
8. Order posters, directional signage, promotional items, tickets, trophies, gifts, etc. with the Communications Office by submitting the Print and Digital Design Requests Form (<https://secure4.hsc.edu/forms/view.php?id=220398>). Although it is not required that you utilize College services for these needs, it is highly recommended. Events held in a College venue must be approved before a print request is granted.
9. Order printed invitations or finalize email invitation
10. Speaker/presenter
 - Confirm travel/accommodation arrangements
 - Request a copy of speech/presentation title
11. If your event requires registration or responses, how will you handle non-responses?
12. Finalize rain plan, if your event is being planned with an outdoor location
 - Determine, other than guests, who will need to be notified

1 Month Ahead

1. Mail invitations
2. Post event posters
3. Order printed programs
4. Submit “balance due” paperwork to Accounts Payable. Be sure to include if you want the check given to you to hand-off the day of your event or if it should be mailed/deposited ahead of time or after the event concludes.
5. Finalize details for venue
 - Setup type and guest count
 - For large or detailed setups, reserve venue for setup the day prior to your event to allow time for checks and changes
 - Event diagram
 - A/V needs
 - Order table linens, if applicable
 - Teleconference needs
 - Directional signage needs
 - Parking plan (reserved space/lot, parking passes, etc.)
 - Security service needs
6. Will you have a welcome or registration table? If so, who will staff it and what is its purpose? Be sure to add it to your work orders for Facilities in EMS.
7. Create event timeline and checklist. Checklists should include the person responsible for each segment. Communicate this clearly with your team. Share. Share more. Overshare.
8. Create Run of Show and share with appropriate stakeholders.
9. If applicable, schedule a meeting to brief the President.
10. If applicable, schedule a meeting with the Event Logistics Team.
11. Make an equipment/item list
 - A/V items
 - Door stop/wedge
 - Copies of schedules, directions, scripts
 - USB drive
 - Pens/pencils
 - Extension cords
 - Stapler/tape
 - Flip chart/whiteboard and markers
 - Tablet/Laptop
 - Extra name badges, tents, lists

5-10 Business Days Ahead

1. Confirm setup details and submit diagram (if applicable)
 - EMS Calendar work orders for Facilities submitted, if applicable
 - Tables Chairs Microphone Lectern Trashcans Sign-boards
 - A/V reservations finalized, if applicable
 - Projector/screen Laptop Web camera
2. Brief any/all hosts, greeters, ushers, volunteers about their event specific duties and timelines
3. Hold walk-through with major stakeholders, committee or team members and volunteers to ensure all needs are met.
4. Finalize event script
5. Finalize seating plans, guest lists
6. Prepare name tags
7. Finalize meal plan with catering to include dietary restriction information
8. Prepare name tents for plated/served meals to include dietary restriction information
9. Provide final numbers and dietary restrictions to caterer, if applicable
10. Final registration check, name badges, and registration list
11. Finalize event parking and/or security plan
12. Ensure all promotional items, gifts, plaques, trophies, etc. are on-site. Prepare packets, folders, bags, etc. for disbursement.
13. If event is being held outdoors, monitor weather. Rain call must be made no less than 24 hours in advance or by 9:00 am on Friday for a weekend event.

1 Day Ahead

1. Rain call, if applicable. Follow your rain plan.
2. Ensure all signage is in place
3. Ensure registration and media tables are prepared and stocked with necessary items (blank name badges, paper, pens, tape, stapler, etc.)
4. Ensure promotional items, gifts, plaques, trophies, etc. are ready for disbursement
5. If early setup was requested, check your event setup and install decor
6. Print script copies
7. Check-in with all volunteers

Event Day

1. Check event setup, if applicable
2. Check sound system, if applicable
3. Check signage, if applicable
4. Ensure you have copies of all instructions, directions, phone numbers, extra parking passes, seating charts, guest lists, volunteer lists, speeches, and scripts
5. Remember to leave bottled water at the lectern or on-stage, if applicable

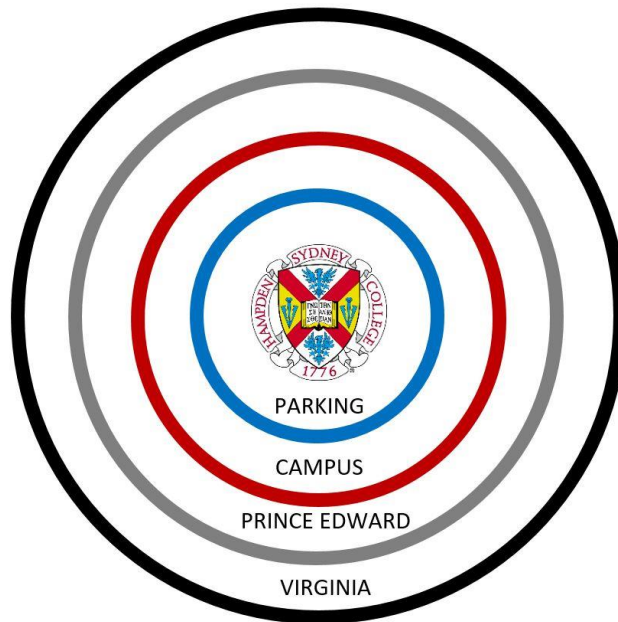
Immediately Following Event

1. Gather all receipts, documentation, final registration data, etc.
2. Update budget information
3. Send thank-you notes and acknowledgement letters
4. Post-event publicity
5. Post-event survey
6. Review meeting with team or committee

Wayfinding and Event Signage Design

Hampden-Sydney College utilizes print posters in combination with sign-boards to support wayfinding. Wayfinding can be defined as directions for people in motion. This means the tools we design to support a visitor journey needs to provide just enough information to keep the individual moving toward their intended destination.

Thinking of the final destination, wayfinding should be designed using a concentric circle approach.



Properly designed wayfinding helps individuals to mentally visualize their destination in a way that the signs in the area confirm what they already know, rather than educating them as they move through a space. Wayfinding relieves stress, by increasing confidence in the visitor.

A key component of highly effective wayfinding is designing it for the first-time visitor. View the College from the standpoint of an individual who is new to campus. From arrival on campus, to parking, to pathways leading to the facility, to locating the space, and registration or check-in if applicable, signage should paint a clear path of expectations.

A seamless visitor experience is assured when the wayfinding system:

- Informs prior to arrival
- Orients visitors to the environment
- Defines the destinations consistently
- Routes visitors properly
- Confirms their route frequently
- Celebrates arrival at the destination, and
- Directs to exit points

Style Manual

The College's Style Manual covers many components used in signage. Consult the Style Manual online at <https://www.hsc.edu/communications-and-marketing> for:

- Rules for using the College's symbols
 - Note that Athletics symbols are not for campus-wide usage. The interlocking HS symbol and Tiger are not to be used outside of Athletic related events.
- Rules for using the College's wordmark

- Official Colors and supporting colors, pantone specific
- Spelling of common Hampden-Sydney related words

Nomenclature of Hampden-Sydney College

The College uses a tiered naming system for facilities and spaces. In most instances, events where the College would utilize wayfinding signage, the primary location is on-campus. It is important to reference both the building and the room using the same terms the College has adopted. Many rooms or facilities are named in honor of a person, please use the formal name the College has adopted.

A good reference point for facility names is the College's interactive map <https://map.hsc.edu/>.

The most commonly misused name is Gammon Gym, which today is named Snyder Hall, at Kirk Athletic Center, in honor of Stephen F. Snyder.

Exterior Graphic Standards

Positive Contrast vs. Negative Contrast

To draw attention to details, use positive or negative contrast.



Use of College Symbols and Print Media Sizes

The College uses a mixture of paper posters and coroplast. Coroplast is weather resistant corrugated plastic sheeting. On occasion, weather resistant vinyl banners are produced.

- A-Frame signboards from the College Events inventory include the College’s symbol in the arched window and therefore do not necessitate additional College symbols within the wayfinding poster. Print size is 24x36.
- Weather resistant “wind signs” from the College Events inventory do not include College symbol or wordmark. Wayfinding signage, coroplast, must include one or the other. Print size is 22x28.
- 11x17 signboards from the College Events inventory do not include College symbol or wordmark. Wayfinding signage, coroplast or poster, must include one or the other.
- Tri-stand signboards from the College Events inventory do not include College symbol or wordmark. Wayfinding signage, coroplast or poster, must include one or the other. Print media should be no thicker than 3/16”, print size is 22x28.

Use of Text vs. Symbols

- Wayfinding signage should be clear, concise, and uncluttered. In some instances it is just as effective to use a symbol as text. Or with a symbol more prominent than the explanatory text.



- Symbols used on wayfinding signage should meet standards established by one or more of the following agencies or trade groups: United States Department of Transportation (DOT), American Institute of Graphic Arts

(AIGA), Society for Environmental Graphic Design (SEGD), or International Council of Graphic Design Associations (ICOGRADA).

Use of Arrows

- Arrows should always point towards the location being directed to, not into the text. Dr. Paul Symonds considers himself the Wayfinding Expert and runs a dedicated YouTube Channel. To view his video on use of arrows, visit https://www.youtube.com/watch?v=zWaw_rJtBjA. Dr. Symonds provides the following examples.

CORRECT



INCORRECT



In the Catania, Sicily example the problem and confusion lies in the two arrows pointing towards the word Catania. Would could incorrectly assume that to get to Acireale and Zafferana you have to go to Catania first.

- Remember that directional signage is most often used by someone driving a vehicle, separate arrows for clarity. Ahead arrows should not point into text above. Left arrows should appear to the left of text. Right arrows should appear to the right of text. Do not use below/behind arrows. Use angled arrows in place of 90° angle arrows.
- Arrows should be the same size as your font and subsequently large enough to read clearly from a distance of at least 25’.
- Group items with the same direction together rather than creating separate lines for each item. If you have one item straight ahead but 3 items to the right, place the 3 similar items together with a single arrow.
- Use bold arrows, with a direct positive or negative contrast, and a tail.

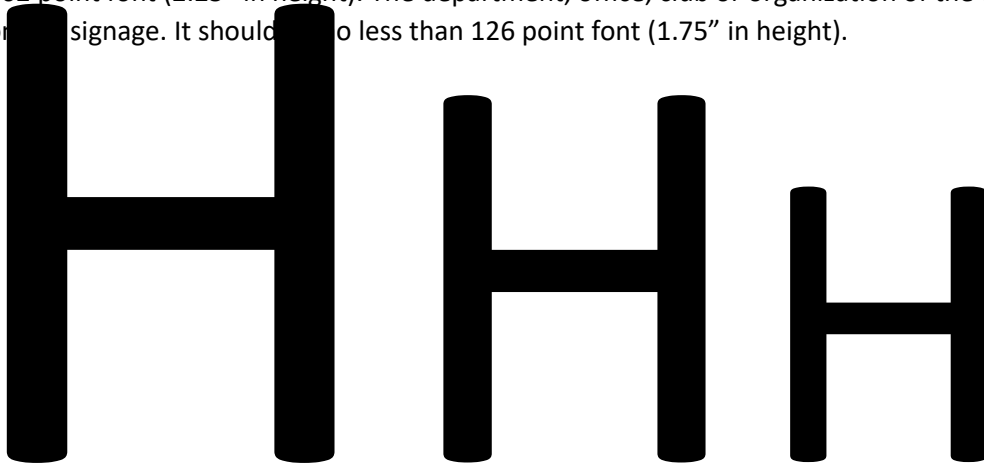


Vehicular Guide Messaging

Messaging on all wayfinding signage should be visible from no less than 25' away. It's important to keep in mind that the majority of all signage will be viewed from a moving vehicle.

Below are examples of the most often used Department of Transportation approved fonts. Kerning and spacing also plays a factor in visibility. Work with your graphic designer to maximize visibility of your messaging.

The main title of the signage should be no less than 270 point font (3.75" in height). Secondary informational items should be no less than 216 point font (3" in height). Additional detailed information may be printed with no less than 162 point font (2.25" in height). The department, office, club or organization of the event should be the last item printed on the signage. It should be no less than 126 point font (1.75" in height).



Font: Clearview 2-W

Aa	Bb	Cc	Dd	Ee	Ff	Hh	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz				

Font: Clearview 3-B

Aa	Bb	Cc	Dd	Ee	Ff	Hh	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz				

Font: URWGrotesk 5 Bold

Aa	Bb	Cc	Dd	Ee	Ff	Hh	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz				

Font: URWGrotesk Regular 3

Aa	Bb	Cc	Dd	Ee	Ff	Hh	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz				

Font: URWGrotesk NarLig Regular 2

Aa	Bb	Cc	Dd	Ee	Ff	Hh	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp
	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz				

These fonts can be purchased from:

ClearviewHwy: www.clearviewhwy.com

Adobe: www.fonts.com

Sign-board Placement

Unless forced by site conditions, sign-boards should always be located on the passenger side of the road. Signs should be located with care given to avoid visual obstacles such as tree canopies, awnings, and existing signage and/or banners.

Allow at least 50-100' between wayfinding sign-boards.

Allow 75-150' between wayfinding sign-boards and traffic intersection when a turn is required.

Sign-boards should never be placed in a roadway. Proper placement is such that no less than 6" horizontal clearance is left between the curb and the nearest edge of the sign body.

- A. Meriwether Godsey is the food service provider for Hampden-Sydney College.
1. Meriwether Godsey Catering, exclusively, is to be used in the following locations: Pannill Commons (all levels), Chalgrove Lake Peninsula, Thompson Commons in Brinkley Hall, Brown Student Center's mid- and lower-levels to include the outdoor patios, athletic stadiums and their patios or concourses, Middlecourt and its lawn, Pauley Science Center, and Bortz Library.
 2. "Through the line" food service is available only on the middle level of Pannill Commons and South Dining Room. All food service on the Rotunda level of Pannill Commons (Board Room, Board Room Lounge, Faculty Lounge, and Chairman's Room) must be catered by Meriwether Godsey. No "through the line" food may be carried to the upper or lower floors of Pannill Commons. No outside food is allowed.
 3. Due to safety and health reasons, no faculty, staff or student is allowed to help prepare or cook food for their event in Meriwether Godsey facilities.
 4. Due to safety and health reasons, all unconsumed food or beverage must be disposed of after a catered event. Take-away or to-go containers are not permitted.
 5. Students cannot be excluded from the Main Dining Room at Pannill Commons or the Tiger Inn during the academic year or May Term unless approved by the Office of the President.
- B. "Outside food" is permitted unless otherwise specified above.
1. There is no restriction on food or drink picked-up or delivered (e.g. Dominos, Papa Johns) to campus residential, classroom and administrative buildings (unless otherwise specified by room or building). Outside food must be notated on the Event Request Form so that appropriate housekeeping measures can be taken.
 2. If you wish to use a caterer other than Meriwether Godsey, they must be registered with the Business Office at least 30 days in advance of the event and have appropriate insurances (liability & workmen's compensation) and Health Department permits. For this purpose, a "caterer" is defined as anyone preparing or serving food and/or drink on campus for fee (includes donated services and food trucks).
 - a. The venue for all outside caterers must be approved in advance by the Office of College Events.
 - b. Caterer must be listed on your event request/room reservation.
 - c. A current list of approved caterers is available in the Office of College Events.
 1. If you wish to use a caterer outside of the current list, please contact the Office of College Events to receive the appropriate paperwork. Allow 15 business days for processing.
 3. Any catering event that includes sale/serving of alcohol must be catered by Meriwether Godsey under their ABC license.
 4. Hampden-Sydney College reserves the right to limit and/or exclude any caterer from campus for any reason. Unauthorized caterers may be removed from campus.
- C. Alcohol
1. Any event that includes sale and/or service of alcohol on College property must be catered by Meriwether Godsey under their ABC license.
 2. Any event where alcohol will be present that includes students or guests who may be underage, must have a qualified designated individual to check identification.
 3. Wristbands may be required for mixed age-group events.

Classification System

The College utilizes a tiered classification system for determining facility and/or property usage and fees. This document is directed to address Class D events. **Class D, internal, events** take first priority and are not charged for facility usage. Please see the table below to determine if your event qualifies for Class D. Classes A, B or C use is considered an external event and requires a contract. For more information on external events, contracts, and rentals, please contact the Office of College Events.

Outside of normally scheduled academic classes, all use of College facilities and/or property must be approved by and reserved through the Office of College Events using the EMS Calendar System.

Class	Description
A	Includes all for-profit organizations and individuals not included in classes B through D below. Contract required.
B	Includes all NOT-FOR-PROFIT organizations or groups. Including but not limited to service groups, garden clubs, churches, colleges/universities, state or national professional or social organizations, national fraternity events sponsored by local chapters. Contract required.
C	Personal rentals by the College’s currently employed faculty and staff, retired faculty, currently enrolled students, alumni, active and retired trustees of H-SC, and currently employed Meriwether Godsey employees. Contract required.
D	Events sponsored by H-SC departments/offices, the College Church, locally affiliated College organizations, or any campus fraternity or society in good standing. Membership in a state or national professional or social organization is not considered Class D. All expenses incurred must be covered by departmental budgets in order for an event to be considered “sponsored.”

Facilities Capacities are available online at ems.hsc.edu by browsing Locations.

Facility Features are available when one uses Add Filter.

Room Details are available when one clicks on the name of the room.

Setup Types are available when one clicks on the name of the room, then the tab Setup Types.

View All Building & Room Details shows Notes, Location on the Map, and Images.

Diagrams are available from the Office of College Events, (434) 223-6138 or ccary@hsc.edu

Events with uncommon setups or that require specific details be addressed must include a diagram. You must use the Setup Type: Custom Style (diagram attached). The diagram can be attached to the event or if you are unable to draft a diagram, contact the Office of College Events for assistance. The diagram may be attached to the reservation as late as 7 business days prior to the event.

Common event space information and restrictions are as follows. For spaces not listed, please contact the Office of College Events.

Pannill Commons

- **Board Room and Board Room Lounge** (rotunda level/north side of Pannill Commons)
 - When one is occupied the other may not be reserved for a separate event.
 - Dancing or dance floor are not permitted in the Board Room.
 - Only Meriwether Godsey catered food and beverage service is permitted.
 - “Through-the-line” meal service not available. Outside food not permitted.
 - The Board Room is a blank space, there is no setup that remains in place between events. Event setup must be specified as part of the EMS Calendar room reservation.
 - Capacity Board Room: 175 reception, 72 seated meal
 - The Board Room Lounge holds a large dining table and open floor space.
 - Capacity Board Room Lounge: 50 reception, 14 seated meal
- **Rotunda**
 - Student interest groups may utilize the Rotunda area for information tables. Only one group is permitted at any given time. The area must be reserved on the College calendar by contacting the Office of College Events. Reservations are honored on a first come, first serve basis.
- **Chairman’s Room** (rotunda level/south side of Pannill Commons)
 - Dancing or dance floor are not permitted.
 - Only Meriwether Godsey catered food and beverage service is permitted.
 - “Through-the-line” meal service not available. Outside food not permitted.
 - The Chairman’s Room is a blank space, there is no setup that remains in place between events. Event setup must be specified as part of the EMS Calendar room reservation.
 - Capacity: 90 lecture-style, 125 reception, 98 seated meal
- **Main Dining Room** including South Dining Room (middle level of Pannill Commons)
 - Outside food not permitted.
 - For event use outside the academic year only.
 - Scheduled with Meriwether Godsey in conjunction with the Office of College Events.
 - Capacity Main Dining Room: 252 seated meal
- **South Dining Room** (middle level/south side of Pannill Commons)
 - Outside food not permitted.
 - NEW: May be reserved on the College calendar for group meetings or meals where through-the-line meal service is available.
 - NEW: Conference table seating 30
 - NEW: Video wall (7.96’ X 4.49’) with wireless click share connectivity and Bose sound with built in camera. Compatible with devices using usb-c connections.
 - Capacity: 60 seated meal
- **West Dining Patio** (middle level, off Main Dining Room)
 - Outside food not permitted.
 - May not be reserved for exclusivity during the academic year.
 - Capacity: 75

Brown Student Center

Brown Student Center utilizes a keycard system after hours, on weekends and outside of the academic year. Hours may be adjusted by contacting Facilities Customer Service.

- **Tiger Inn** including Tiger Inn Patio (North), South Patio, Living Room
 - Outside food not permitted.
 - May not be reserved for exclusivity during the academic year. Scheduled with Meriwether Godsey in conjunction with the Office of College Events.
 - Meriwether Godsey catered food service available.
 - Capacity: 175 seated meal, 300 reception

- **208 and mid-level areas**

Brown Student Center's 2nd floor classrooms and open spaces may only be used with food and beverage service provided by Meriwether Godsey.

Crawley Forum

- **The Viar Room** (upper level) seats up to 35 people lecture style. It can be reserved separately from the main level if there is no event occurring simultaneously on the main level.
- Arrangements must be made with Public Safety and Police to unlock the doors.
- Crawley Forum, on all levels, is a blank space, there is no setup that remains in place between events. Event setup must be specified as part of the EMS Calendar room reservation.
- There is a television screen where a laptop or tablet can be connecting by HDMI cord. If you prefer to use projection, equipment can be borrowed from the Fuqua Technology Commons at Bortz Library. Event planner is responsible for setting up their own technology.
- Capacity: 88 seated meal with buffet, 104 seated served, 200 reception, 120 lecture-style with lectern only or 8x16 stage, 100 lecture-style with 12x24 stage

Parents and Friends Lounge at Venable Hall

- Requires approval by the Office of College Events and the Director of Facilities Management.
- Dancing or dance floors are not permitted.
- Technology for the room is housed inside built-in cabinetry. **At no time** should food or drink be placed on the surfaces of these cabinets. Technology is accessible by a touch pad located in the front right side of the room. You must provide your own laptop or tablet device.
- The Lounge is accessible by key card or scheduled door unlock. Questions should be addressed with Facilities.
- Only Meriwether Godsey provided food and beverage service is permitted.
- Capacity: 70 lecture-style with stage, 125 standing reception (utilizing both the main floor and balcony/mezzanine area), 70 plated/seated meal (up to 10 tables of 7 guests, tables are 54" rounds), 30 at hollow-rectangle (10 seminar tables 18"x96")
 - Please note that there is little to no room inside the room for food or beverage service. These items must be located in the Atrium area outside the room. The Atrium is a public space and shall not be closed off while students are in residence. Consult with Meriwether Godsey for how many and what size tables are needed for food/beverage service. These must be included in your setup details in EMS Calendar.
 - The balcony/mezzanine area shall be utilized as standing room only and shall not exceed 48 persons at any given time.
 - *The Lounge shall remain setup in a lecture style format for 60 people unless otherwise specified in EMS Calendar. This includes a 4'x24' stage and lectern. Requests for setup changes must be received no less than 5 business days prior to the event.*

Classrooms: Brinkley, Brown, Johns, Kirk, Maples, Morton, Pannill, and Pauley

- May only be reserved when classes are not in session. Academic bookings take precedence.
- May be used "as is" only.
- Food and drink are allowed. Specific rooms may have exclusions, such as Brinkley 205 and the Rhetoric & Communications Center where it is prohibited.
- Contact the Campus Safety and Police Office to have facilities unlocked as necessary. Brinkley Hall, Brown Student Center, Pauley Science Center, and the Rhetoric and Communications Center at Pannill Commons utilize keycard systems after hours, on weekends, and outside of the academic year.

Bortz Library

Except as noted below, all requests for Library areas should be made on the College calendar.

- **duPont Room 200**
 - Is not available for non-academic related events.
 - Equipped with 25 tablet arm chairs, LCD projector, 2 dry erase boards, DVD/VHS, computer and lectern.
 - Food and drink are allowed and a 4 x 4 table is in the room for this purpose
- **2nd Floor Main Reading Area**
 - Requires approval by the Office of College Events and the Director of the Library.
 - Only Meriwether Godsey provided food and beverage service is permitted.
- **Classroom 217**
 - Seats 16 classroom style
 - Food and drink are allowed, but you must request a table for service.
 - Equipped with DVD player, document camera, 81" TV, 2 dry erase boards and lectern.
- **Conference/Seminar Room 218**
 - Seats 12 at conference table
 - Food and drink allowed, but a table will be needed if buffet.
- **Group Study Rooms/2nd and 3rd Floors**
 - Seat 4-10
 - Student only usage after 6pm.
 - May not be reserved on the College calendar.
- **Cabell Room 406**
 - Maximum seating around the tables: 24.
 - Food and drink are allowed.
- **4th Floor Lecture Area**
 - Equipped with room darkening shades, presenter workstation, ceiling mounted projector and sound system.
 - By request, seating available for 150. Standard setup includes rolling classroom desks for 30.

The Birthplace

- Please note: if a Presidential meeting is required, you may be asked to reschedule or find an alternate location on short notice.
- Catering: only Meriwether Godsey food and drink are allowed.
- Capacity: 8 seated at the table, 6 additional chairs.

Johns Auditorium including the main auditorium, stage, mezzanine, and lobby area

- Requires approval of the Chairman of the Fine Arts Department and the Office of College Events.
- Contact the Campus Safety and Police Office to have facilities unlocked as necessary.
- Capacity main auditorium: 293 on the floor, 72 on the balcony

Kirk Athletic Center

- **Hall of Fame**
 - May be used as check-in location for Snyder Hall
- **Snyder Hall**
 - Capacity: 300 seated meal, 400 reception
 - Snyder Hall is a blank space, there is no setup that remains in place between events. Event setup must be specified as part of the EMS Calendar room reservation.

Kirby Field House

- Fleet Gymnasium
 - Available during the academic year at the discretion of the Director of Athletics
 - Capacity: 407 home bleachers, 766 visiting bleachers, 134 end zone bleachers
- Upper Lobby
 - Capacity: 100 seated meal, 150 reception

Everett Stadium Lounge, Ty Cobb Stadium Club Room, and Stadiums/Patios/Concourses

- Requires the approval of the Director of Athletics, Office of College Events, and/or their designee.
- When approved, the contact person for the event is responsible for contacting Public Safety and Police to unlock and lock building(s).
- Alcohol may be served, by Meriwether Godsey, in both facilities when done in conformance with ABC laws and ODAC policies. No alcohol may be served or allowed at the patios/stadiums.
- No barbecuing or grilling is allowed at the patios/stadiums for fire and safety reasons.
- Meriwether Godsey is under contract to cater all events scheduled at the stadiums. No outside food or beverage is permitted.
- Everett Stadium Lounge capacity: 150 reception with a total of 44 indoor seats and 72 seats on stadium balcony, seated meal (tables can seat 8-14 each) a maximum of 32.
- Ty Cobb Stadium Club Room capacity: 40 reception.

Lawns

- Bell Tower Lawn, Queens Turnaround at Pannill Commons, Graham Hall Lawn, Venable Hall Lawn, Lagoon Field, the Founder's Lot at Cushing Hall, Hampden House Lawn
 - Alcohol may be served when done in conformance with ABC laws. Any College event that includes sale and/or service of alcohol must be catered by Meriwether Godsey under their ABC license.
 - Tailgating or picnics for outside events are not allowed.
 - Tents, other than collapsible game day type, are not permitted at any function that is not Class D. Tent usage for Class D events must be approved by the Director of the Physical Plant prior to the event due to safety, underground lines, and other concerns.
 - Requires prior approval from the Office of College Events.
 - Events planned for outdoor locations are required to have a rain plan. This can be postponement, cancellation, or an alternate indoor venue. An official rain call must be made no less than 24 hours in advance or by 9:00 am on Friday for a weekend event. This must be communicated in writing to the Office of College Events and the appropriate areas of Facilities. In most instances, the rain location is not setup in advance.

Accommodations

The College has several ways to accommodate its guests overnight. All College-owned rentals are handled via the Business Office. Contact Manager of the Manor Cottages at ext. 6669.

- Requests for equipment or supplies should be included with the room reservation for an event via the EMS Calendar System. Work-order requests submitted through Facilities/Maintenance may not be accepted.
- Requests must be complete and accurate 5 days prior to the event. Late requests must be made to the Office of College Events and may be denied.
- If supplies are missing or damaged after the event, the determination of whether to assess a fee, as well as the amount of the fee, is at the discretion of the Director of Facilities, Director of College Events, or their designee.
- As of July 1, 2022, the College will no longer honor requests to borrow event-related items for personal use.
- The College does not provide event-related items for student events Friday-Sunday. Exceptions may be made if the event is sponsored by a College office or department.
- Tables, chairs, etc. that are earmarked for a specific room or building may not be used outdoors.

Sign holders and posters

The College utilizes several types of sign boards. Inventory is maintained in EMS Calendar and items must be reserved as part of the event planning process. Design services are provided by Communications & Marketing Office. Communications & Marketing can print up to 11x17 posters in-house. The Office of College Events can print documents up to 24" in width with custom lengths. Larger print sizes and coroplast items are outsourced. Coroplast is corrugated plastic sheeting and is weatherproof.

- Posters or banners can be printed by the Office of College Events on plain or photo paper. Paper size is up to 24" width and length can be customized.
- A-frame- for outdoor usage, have protective lenses but are not weatherproof. Poster size is 24x36.
- 3-tiered frame- holds three double-sided posters 22x28, up to 3/16" thick. Posters must be mounted on foam board (indoors) or produced on coroplast (outdoors). When used outdoors, sandbags are required to weigh the frame down.
- Weatherproof- for outdoor usage, posters must be produced on coroplast. Poster size is 22x28 and may be ordered via Communications & Marketing.
- Weatherproof 13x15 traffic cone sign holders may be used outdoors with laminated posters or coroplast. We have a mixture of black and gray sign holders.
- 11x17 sign holders are for use indoors only, height is adjustable.
- You may also elect to have coroplast yard signs printed, via Communications & Marketing, in a variety of sizes.

If you find that you cannot reserve a signboard with your room reservation, please add the size and quantity as a Setup Note and we will add the items for you as inventory allows.

Tables and chairs

Inventory is maintained in EMS Calendar and items must be reserved as part of the event planning process.

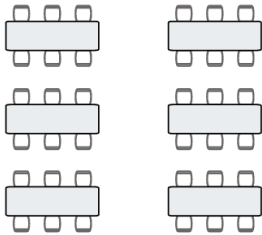
Many event spaces already have designated tables and chairs, and those must be included as part of the event request.

The College also keeps a variety of undesignated table sizes (8' and 6' rectangles, 6' and 5' rounds) and folding chairs that may be reserved on a first come, first serve basis as needed.

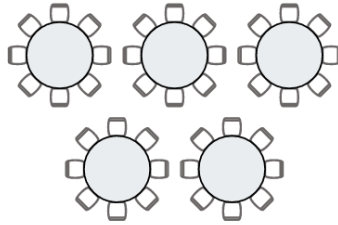
Style Guide for Setup Type

When creating a new event in EMS, you will be prompted to select a Setup Type. Below are examples of the categories that you will find. If you do not specify additional furniture or setup details, you will only receive what is noted with each style for the guest count that you provide. Please note that microphones, projectors and projections screens, and laptops are not automatically reserved. You will need to add these services as part of your web request. Events with uncommon setups or that require specific details be addressed must include a diagram. You must use the Setup Type: Custom Style (diagram attached). The diagram can be attached to the event or if you are unable to draft a diagram, contact the Office of College Events for assistance. The diagram may be attached to the reservation as late as 7 business days prior to the event.

BANQUET STYLE (rectangles)
includes chairs and tables



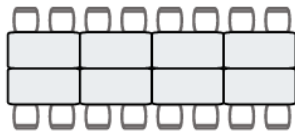
BANQUET STYLE ROUNDS
includes chairs and tables



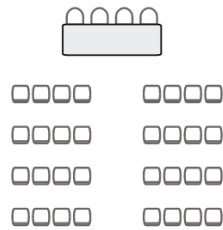
CLASSROOM STYLE
includes chairs and tables



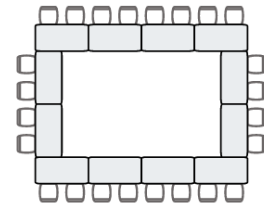
CONFERENCE STYLE
includes chairs and table



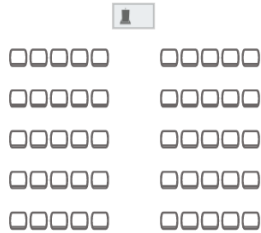
DEBATE STYLE
includes chairs and table



HOLLOW SQUARE
includes chairs and tables



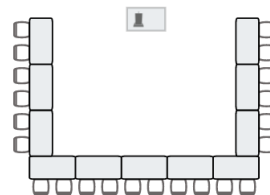
LECTURE STYLE
includes chairs,
lectern with microphone



SEMICIRCLE LECTURE
includes chairs and
lectern with microphone



U-SHAPE
includes chairs, tables,
and lectern



Miscellaneous

- Tents, other than collapsible game day type, are not permitted at any function that is not Class D. Requests for tent usage for Class D events must be submitted to the Office of College Events no less than 15 business days prior to the event due to safety, underground lines, and other concerns.
- Fireworks and/or sparklers are not permitted on College property.
- Photography
 - Outdoors, on Hampden-Sydney College lawns, is allowed without a reservation. The photographer or group/individual being photographed is encouraged contact the Office of College Events or Public Safety and Police.
 - Photography inside a building requires prior approval from the Office of College Events. Arrangements must be made for a current faculty or staff member, with the appropriate keys and permissions, to secure the building before and after use.
- Outside (Class A, B, or C) groups with 300+ guests may be required to provide or contract services for: standby medical or first-aid services, parking attendants, and/or housekeeping.

Terms and Conditions

Terms and Conditions are included on each reservation made under the College calendar. By clicking on the accept checkbox, users accept responsibilities for all terms and conditions listed within the document online.

As listed online:

PLEASE NOTE THAT BY CHECKING THE BOX YOU HAVE AGREED TO ALL TERMS AND CONDITIONS LISTED BELOW AS THEY APPLY TO YOUR EVENT. FAILURE TO READ THE TERMS AND CONDITIONS DOES NOT EXCLUDE YOU FROM RESPONSIBILITY.

Due to limitations on common event spaces and supplies, thorough preplanning is required. Please remember that it is the responsibility of the person sponsoring or hosting the event to make all arrangements. The Event Planning Guide is available online at: <http://www.hsc.edu/Calendar/Event-Planning/Event-Planning-Guide.html>.

You will receive an email from the Office of College Events stating that your event has been confirmed, until then the space will be held but not reserved.

All event requests must be approved by the Office of College Events before you invite guests, visitors, or speakers; and before you order catering, posters, invitations, photographers, Public Safety or Police, or reserve event items from Facilities. Once your event is confirmed, service areas will be notified of any requests made within the reservation.

AUDIOVISUAL EQUIPMENT PROVIDED BY Bortz Library's Fuqua Technology Commons (FTC): Requests for AV equipment should be made two weeks (10 business days) in advance and needs to be picked up at the FTC desk for use – instructions on how to use the equipment can be given at the time of pick up. Equipment needs to be returned immediately after the event or at the time agreed upon with the FTC. For events held in Bortz Library, requests should still be made two weeks (10 business days) in advance, but equipment set-up will be provided by library staff.

EVENT CHANGES: Changes to setup requests after the 5 day cutoff must be addressed to the Office of College Events at (434) 223-6138 or ccary@hsc.edu. Requests may be denied due to staffing or inventory.

Events with uncommon setups or that require specific details be addressed must include a diagram. You must use the Setup Type: Custom Style (diagram attached). The diagram can be attached to the event or if you are unable to draft a diagram, contact the Office of College Events for assistance. The diagram may be attached to the reservation as late as 7 business days prior to the event.

POLICE: Determine needs for parking and/or security. Safety and security at events are paramount. Proper event management requires the Public Safety and Police Office to determine appropriate staffing based on many variables, such as crowd size, parking, ticket sale cash receipts, availability and use of alcoholic beverages, weather, etc.

If any event requires an enhanced level of police and security staffing, then approximate security costs should be made known in advance to the hosting organization or group and the Business Office may bill the hosting organization or group. For event staffing or additional information, please contact the Public Safety and Police Office at ext. 6164.

TELECOMMUNICATIONS EQUIPMENT: Teleconference equipment should be requested two weeks (10 business days) in advance. Please contact Ed Palmertree, epalmertree@hsc.edu or (434) 223-6021.

MERIWETHER GODSEY CATERING: Terms and conditions for catering with Meriwether Godsey are available online at: <https://hscdining.com/>

Event Quick Check

This list is meant as a quick reference only and may not include every item listed in the Event Planning Checklist.

1. Pre-Planning

- Objective
- Audience(s)
- Classification
- Costs
- Date & Time
- Location
- Target dates

2. Invitations

- Electronic
- Mailed
- RSVP required
- Registration required
- Reminder
- Attire
- Guest data

3. Program

- Topic
- Format
- Speaker(s)
 - Contact
 - Payments
 - Contract
 - Bio and photo
 - Travel
 - Gift/memento
- Intro/Welcome
- Hospitality
- Guest memento

4. Photography

- Type and purpose
- Shot list
- Hire photographer
- Hire videographer

5. Facility

- Number of people
- Seating/setup
- Food/beverage
- Restrooms

6. Equipment

- Lectern
- Public address system
- Microphone type
- Staging
- A/V
- Backdrop

7. Publicity

- Mailing lists
- Promotional mailings
- Posters/flyers
- Paid advertising
- Social media
- Local media

8. Food/drink

- Menu selection
- Caterer
- Schedule
- Type of service
- Guest count/seating
- Diagrams/seating charts
- Place cards/name tents/
menus/table numbers

9. Escorts/guides

- For speaker(s)
- For special guest(s)
- For tours

10. Printed Program

- Agenda
- Speaker info
- College info
- Lists of contributors
- Design & printing
- Quantity
- Distribution

Additional considerations

- Weather
- Exhibits, displays
- Entertainment
- Health and Safety
- Technical assistance

11. Registration

- Form creation
- Account number/fees
- Reporting
- Confirmations
- On-site
registration/welcome
 - Table and chairs
 - Personnel
 - Tablet/laptop
 - Cash box
 - Program/schedule
 - Name badges
 - Pre-registration list
 - Ticket sales
 - Signage
 - Swag

12. Décor

- Theme
- Entrances/exits
- Speaker area
- Reserved area
- Hospitality

13. Transportation/parking

- Golf carts, rental
- Reserved lots/spaces
- Signage
- Police/traffic control

14. Tickets

- Price
- Sales
- Printing
- Distribution
- Reporting
- Collection
- Complimentary
- Passes
- Sales at door

