

EVENT PLANNING GUIDE

Office of College Events

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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 in the following manner.

4-6 Months Ahead

- Establish event goals and objectives (what is the purpose of the event?)
 - Consider your audience. Who should you market your event to? Could there be Admissions recruiting possibilities? Should Alumni be invited? Should the local community or specific groups be invited?
- Select date and make reservation for space on the College Calendar.
 - Do you need the President to attend or speak? Check with the appropriate people to see if they are available. If so, add as a service on your reservation.
 - Look at the College Calendar to see if any other events are planned for that date. Conflicting events often divide the crowd and attendance may suffer.
 - Do you plan to use an Outside Caterer or provide food other than from Thompson Hospitality? Make sure the space allows for these options.
- Do you plan to have alcohol at the event? Alcohol can only be served by Thompson Hospitality and is not available in all spaces.
- Determine needs for parking and/or security. Safety and security at events are paramount. Proper event management requires the Security 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 Security and Police Office at ext. 6164.
- Get cost estimates and create a budget
- If applicable, recruit an event committee
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners

3-5 Months Ahead

- Create publicity plan
 - If you will need a professional photographer at your events, speak with Marketing and Communications to hire.
- Speaker/Presenter
 - Finalize presentation/speech topics
 - 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 for processing
- If you will have online registration or rsvps, coordinate with the Webmaster to create the form

- If you plan to use an Outside Caterer, confirm that they are registered with the College Events Office. If not, obtain the proper paperwork and forward to the vendor. All paperwork must be complete and approved 30 days in advance.
- Venue/logistics planning
 - Investigate need for any special permits, licenses, insurance, etc.
 - Determine and confirm all services on your event reservation (ie. furniture, sound, a/v equipment, parking, signage, security)

2 Months Ahead

- Publicity: follow publicity plan
 - Develop draft program
 - Create draft event script (MC, speaker introductions, thanks, closings, etc)
 - Develop and produce invitations, programs, posters, tickets, promotional items etc. with the [Communications Office](#) by adding **Communications & Marketing services** to your event request. There is, however, no requirement that you utilize College services for these needs. Events held in a College venue must be approved before a poster request is granted.
 - If having a seated dinner, include dietary restrictions information on your invitation
 - Create event page on College website
 - Finalize guest list
- Presenter/speaker
 - Confirm travel/accommodation details
 - Request a copy of speech and/or presentation
 - Follow up with sponsors
- Finalize weather/rain plan, if applicable

1 Month Ahead

- Mail invitations
- Post event posters, make sure they are linked to your reservation on the College Calendar
- Finalize your event space setup details. Ensure that your reservation on the College Calendar has the proper setup type (see Style Guide, page 13) selected and that your guest count is sufficient. Order any additional items that you may need for your event.
 - If you are having food, be sure to request table(s) for the food service. Linens for food tables should be ordered from THC.

5 Business Days Ahead

- Confirm all details (furniture, sound, av equipment, parking, signage, security, catering), ensure you have back-up plans. Please note that any changes requested less than 5 business days from the event, may be denied based upon inventory or staffing. All such requests must be addressed directly with the Office of College Events at (434)223-6138 or ccary@hsc.edu
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Finalize event script
- Finalize seating plans, guests lists
- Provide final registration numbers to caterer
- Final registration check, name badges, & registration list
- Finalized setup diagram, if applicable, submitted to Director of College Events.
- Finalized catering plan, if applicable, submitted to Director of College Events.

- Finalized event parking and/or security, if applicable, submitted to Chief of Police.

1 Day Ahead

- If applicable, arrange to pick up a key for the building with Security and Police Office at Gilkeson. You will be responsible for opening, locking back up, and returning the key to the Security and Police Office.
- Confirm media attendance
- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promotional items, gifts, plaques, trophies, etc. are on-site

Event Day

- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking passes, seating charts, guest lists, and speeches

Immediately Following Event

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send thank-you's and acknowledgement letters
- Post-event publicity
- Conduct a Post-Event Survey to learn what people enjoyed about your event and where you have room to improve
- Have a review meeting with your team or committee

1. There is no restriction on food or drink you pick-up or have delivered (e.g. Dominos, Papa Johns) to campus residential, classroom and administrative buildings (Settle Hall excluded). It must be noted on the event reservation on the College Calendar. Other locations (includes all athletic buildings/facilities) may be permitted with advanced permission from the College Events Office and must be notated on the event reservation on the College Calendar.
2. If you wish to use a caterer other than Thompson Hospitality, 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).
3. The venue/location/space for all outside caterers must be approved in advance by the Director of College Events. Middlecourt, Venable Lawn, Chalgrove, the Bell Tower Lawn and Settle Hall are not available to outside caterers.
4. Any catering event that includes sale/serving of alcohol must be catered by Thompson Hospitality under their ABC license.
5. Hampden-Sydney College reserves the right to limit and/or exclude any caterer from campus for any reason. Unauthorized caterers will be removed from campus.

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 events take first priority and are not charged for facility usage. For more information or for information about a different classification, please contact the Director of College Events or the Vice President for Administration and Board Affairs.

Class	Description
A	Includes all for-profit organizations and individuals not included in classes B through D below
B	Includes all not-for-profit individuals and organizations such as service groups, garden clubs, churches, colleges/universities, national fraternity events sponsored by local fraternity chapters
C	Includes currently employed College faculty and staff, retired faculty, currently enrolled H-SC students, H-SC alumni, active and retired trustees of H-SC, and currently employed Thompson Hospitality employees
D	Events sponsored by the College Church, any locally affiliated College organization, all College departments, and any H-SC fraternity or society. Any organizations that are not local are considered Class B above (membership in a state or national professional organization is not considered Class D).

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

Common event space information and restrictions are as follows:

Parents and Friends Lounge at Venable Hall

- May not be used for outside events when Venable Hall is occupied.
- Dancing or dance floors are not permitted.
- For safety reasons, the balcony may not be used at any time.
- Keys must be picked up from the Police Department at Gilkeson.
- Capacity: 60 lecture-style, 125 reception, 40 seated meal

Lawns: Venable, Chalgrove, Bell Tower

- Alcohol may be served when done in conformance with ABC laws.
- Tailgating or picnics for outside events are not allowed.
- Venable: Tents are not allowed.

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: Thompson Hospitality food and drink are allowed.
- Capacity: 8 seated at the table, 6 additional chairs.

Hampden House (includes use of living room, outside patio, and use of the first floor restroom)

- Keys for evening events must be picked up from the Police Department at Gilkeson.
- Capacity Living Room: 7
- Capacity Patio: 16

Hampden House Lawn

- Alcohol permitted when served by Thompson Hospitality Company in conformance with NCAA and ABC laws.
- Tailgating or picnics for outside events are not allowed.
- Class D events only.
- Prior approval required from the Director of College Events in conjunction with the Director of Alumni Relations.

Crawley Forum

- The Viar Room seats 35 (upper level) can be reserved separately from the main level if there is no event occurring on the main level.
- Keys must be picked up from the Police Department at Gilkeson.
- Capacity: 88 seated meal with buffet, 104 seated served, 200 reception, 154 lecture-style with lectern only or 8x16 stage, 140 lecture-style with 12x24 stage

Classrooms: Bagby, Brinkley, Brown, Gilmer, Johns, and Morton

- Contact the Police Department to have facilities unlocked as necessary.

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

- May be submitted via the Events Form with prior approval from the Theater Department and the Chairman of the Fine Arts Department
- Contact the Police Department to have facilities unlocked as necessary.
- Capacity main auditorium: 293 on the floor, 72 on the balcony

Seminar Rooms: College Church (201, 202, 203, 204) and Kirk Athletic Center (307, 308, 310-311, 312)

- May be used only when not scheduled for a class.
- College Church: weekday reservations must be made through the College Events Office and the Church Office. Weekend reservations must be made through the Church Office and do not require approval from College Events.

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
- Main Area on 2nd Floor
 - Requires approval by the Director of College Events and the Office of the President
- 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
 - Thompson Hospitality 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
 - Six 8-foot board tables may be arranged as needed.
 - Maximum seating around the tables: 22. Enough chairs to seat 40.
 - Food and drink are allowed.
- 4th Floor Area
 - Equipped with room darkening shades and sound system.
 - By request, seating available for 150.

Settle Hall

- **Board Room and Board Room Lounge** (rotunda level/north side of Settle Hall)
 - 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.
 - Thompson Hospitality catered food service available. “Through the line” service, not available.
 - Capacity Board Room: 175 reception, 84 seated meal
 - Capacity Board Room Lounge: 50 reception, 14 seated meal
- **Chairman’s Room** (rotunda level/south end of Settle Hall)
 - Dancing or dance floor are not permitted.
 - Thompson Hospitality catered food service available. “Through the line” service, not available.
 - Capacity: 90 lecture-style, 125 reception, 82 seated meal utilizing 10 person dining table
- **Pannill Commons** including South Dining Room (middle level of Settle Hall)
 - For event use outside the academic year only.
 - Scheduled with Thompson Hospitality in conjunction with the College Events Office and Summer Programs Coordinator.
 - Capacity Pannill Commons: 300 seated meal, 450 reception
- **South Dining Room** (middle level/south end of Settle Hall)
 - May not be reserved for exclusivity during the academic year. However, you can use portable dividers to create more intimate areas within the space. Reserve online using section A, B, or C.
 - Capacity: 96 seated meal, 125 reception
- **Tiger Inn** (lowest level of Settle Hall) including Tiger Inn Patio
 - For event use outside the academic year only.
 - Scheduled with Thompson Hospitality in conjunction with the College Events Office and Summer Programs Coordinator.
 - Thompson Hospitality catered food service available. “Through the line” service, not available.
 - Capacity: 175 seated meal, 300 reception, 100 lecture-style

Kirk Athletic Center

- Hall of Fame at Kirk Athletic Center
- Snyder Hall at Kirk Athletic Center
 - Capacity: 300 seated meal, 400 reception

Kirby Field House

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

Everett Stadium Lounge

- Keys must be picked up from the College Events Office.
- Reception and buffet meals are allowed, all food service provided by THC.
- Alcohol may be served when done in conformance with ABC laws, except before, during, or after an athletic event that is viewed from that facility.
- 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

- Keys must be picked up from the College Events Office.
- Receptions are allowed.
- Alcohol may be served when done in conformance with ABC laws, except before, during, or after an athletic event that is viewed from that facility.
- Capacity: 40 reception.

Athletic Stadiums/Patios

- During the academic year, no alcohol may be served or allowed on athletic stadiums/patios.
- No barbequing or grilling.

Accommodations

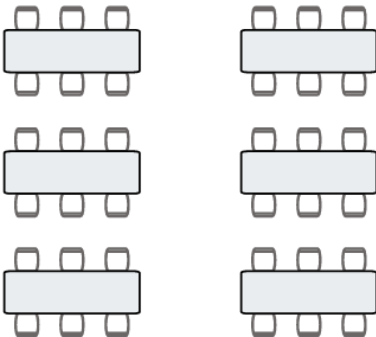
The College has several ways to accommodate its guests. Below is a brief description and contact person for more information.

LOCATION	DESCRIPTION	CAPACITY PER ROOM	CONTACT
COLEMAN COTTAGE	Located in the gardens of Middlecourt, Coleman Cottage accommodates Presidential guests only.	4	Executive Secretary to the President, 434.223.6110
HAMPDEN HOUSE	Two bedrooms located on the second floor of the Hampden House accommodate distinguished guests of the College. Each rents separately.	2	Submit request via the Event Request Form or contact College Events Assistant, 434.223.6273
MANOR COTTAGES	Open to the public, each of the five cottages has two lockoff units, each has one bed. Each rents separately.	2	Manager of The Manor Cottages, 434.223.6669

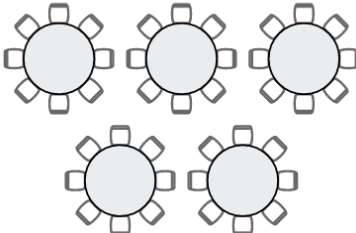
Style Guide for Setup Type

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.

BANQUET STYLE (rectangles)
includes chairs and tables



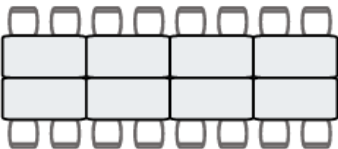
BANQUET STYLE ROUNDS
includes chairs and tables



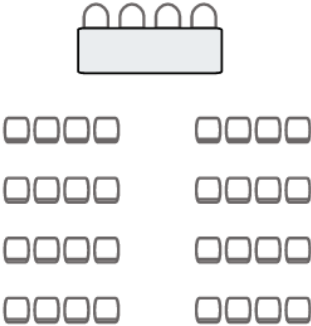
CLASSROOM STYLE
includes chairs and tables



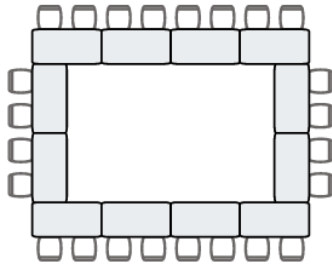
CONFERENCE STYLE
includes chairs and table



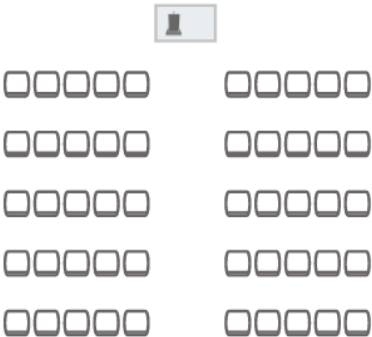
DEBATE STYLE
includes chairs and table



HOLLOW SQUARE
includes chairs and tables



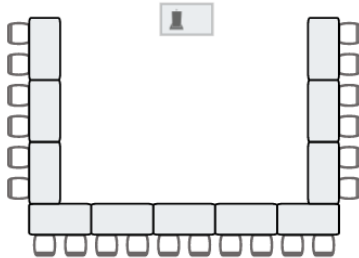
LECTURE STYLE
includes chairs,
lectern with microphone



SEMICIRCLE LECTURE
includes chairs and
lectern with microphone



U-SHAPE
includes chairs, tables,
and lectern



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.

You will receive an email from the College Events Office 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 College Events Office before you invite guests, visitors, or speakers; and before you order catering, posters, invitations, photographers, Public Safety or Police, or reserve event items from Buildings and Grounds. Once your event is confirmed, service areas will be notified of any requests made within the reservation.

AUDIOVISUAL EQUIPMENT PROVIDED BY FTC: Requests for AV equipment should be made two weeks (10 business days) in advance.

BUILDINGS & GROUNDS: Changes to setup requests after the 5 day cutoff must be addressed to the College Events Office 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 Director 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 Security 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 Security and Police Office at ext. 6164.

TELECOMMUNICATIONS EQUIPMENT: Teleconference equipment should be requested two weeks (10 business days) in advance.

THOMPSON HOSPITALITY CATERING: Terms and conditions for catering with Thompson Hospitality are available online at [Thompson's Catering Site](#).