

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? If yes, see Presidential Events Protocols.
 - 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 permitted in all spaces.
- 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.
- 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 Communications and Marketing to hire.
 - Discuss print versus electronic media options.
- If utilizing a save-the-date, develop and be prepared to mail at least 8 weeks in advance of the event date.
- 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 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 (i.e. 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 submitting the [Communications Services form](#). 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 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 your event is being planned with an outdoor location.

1 Month Ahead

- Mail invitations – a minimum of 4 weeks in advance of event date
- 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.
- Confirm audio visual (laptop, projector, projection screen), catering, teleconference needs, parking, signage and security services. These services have a 10 business day cutoff prior to your event.

5 Business Days Ahead

- Post event posters, make sure they are linked to your reservation on the College calendar
- Confirm all setup details (furniture, sound), 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 Public Safety and Police Office. You will be responsible for opening, locking back up, and returning the key to the Public Safety 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 notes 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. Food Service

- a. Thompson Hospitality is the food service provider for Hampden-Sydney College.
 - i. Thompson Hospitality, 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, and the Main Reading Area at Bortz Library.
- b. "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 Thompson Hospitality. No "through the line" food may be carried to the upper or lower floors of Pannill Commons. No outside food is allowed.
- c. Due to safety and health reasons, no faculty, staff or student is allowed to help prepare or cook food for their event in Thompson Hospitality's facilities.
- d. 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.
- e. 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.

2. Alcohol

- a. Any event that includes sale and/or service of alcohol must be catered by Thompson Hospitality under their ABC license.
- b. Any event where alcohol will be sold/served that includes students or guests who may be underage, must have a qualified designated individual to check identification.
- c. Wristbands may be required for mixed age-group events.

3. "Outside food"

- a. Permitted unless otherwise specified above.
- b. There is no restriction on food or drink you pick-up or have delivered (i.e. pizza) to campus residential, classroom and administrative buildings (unless otherwise specified by room or building). Must be notated on the Event Request Form.
- c. 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).
 - i. The venue for all outside caterers must be approved in advance by the Director of College Events.
 - ii. Caterer must be listed on your event request/room reservation.
- d. Any catering event that includes sale/serving of alcohol must be catered by Thompson Hospitality under their ABC license.
- e. 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.

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. Class A, B or C use is considered an external event. For more information on external events and rentals, please contact the Director of College Events.

ALL EVENTS USING COLLEGE FACILITIES AND/OR PROPERTY MUST BE APPROVED BY AND RESERVED THROUGH THE OFFICE OF COLLEGE EVENTS.

| 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. 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 Thompson Hospitality catered food and beverage service is permitted.
 - “Through the line” service, not available. Outside food not permitted.
 - Capacity Board Room: 175 reception, 84 seated meal
 - 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 end of Pannill Commons)
 - Dancing or dance floor are not permitted.
 - Only Thompson Hospitality catered food and beverage service is permitted.
 - “Through the line” service, not available. Outside food not permitted.
 - Capacity: 90 lecture-style, 125 reception, 82 seated meal utilizing 10 person dining table
- **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 Thompson Hospitality in conjunction with the Director of College Events.
 - Capacity Main Dining Room: 300 seated meal, 450 reception
- **South Dining Room** (middle level/south end of Pannill Commons)
 - Outside food not permitted.
 - May not be reserved for exclusivity during the academic year.
 - Capacity: 96 seated meal, 125 reception
- **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

- **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 Thompson Hospitality in conjunction with the Director of College Events.
 - Thompson Hospitality catered food service available.
 - Capacity: 175 seated meal, 300 reception, 100 lecture-style
- **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 Thompson Hospitality.
 - Brown 208 is a bring-your-own-device room. You will need to bring a laptop or tablet.
- Brown Student Center utilizes a keycard system after hours, on weekends and outside of the academic year.

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 and returned to the Public Safety and Police Office.
- 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

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 and returned to the Public Safety and Police Office.
- Capacity: 60 lecture-style, 125 reception, 40 seated meal

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 Director of College Events and the Director of the Library.
 - Only Thompson Hospitality 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 table: 22. Enough chairs to seat 40.
 - Food and drink are allowed.
- **4th Floor Lecture Area**
 - Equipped with room darkening shades, ceiling mounted projector and sound system.
 - By request, seating available for 150.

Classrooms: Bagby, Brinkley, Brown, Gilmer, Johns, Kirk, Maples, Morton and Pannill

- 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, and the Rhetoric and Communications Center at Pannill Commons utilize keycard systems after hours, on weekends, and outside of the academic year.

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 Thompson Hospitality 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 Director 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

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 and/or his designee and the Director of College Events
- 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 Thompson Hospitality, in both facilities when done in conformance with ABC laws, except before, during, or after an athletic event that is viewed from that facility. No alcohol may be served or allowed on the patios/stadiums.
- No barbecuing or grilling is allowed on the patios/stadiums for fire and safety reasons.
- Thompson Hospitality 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 Thompson Hospitality 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 Director of College Events.

Accommodations

The College has several ways to accommodate its guests. All College-owned rentals are handled via the Business Office. Contact Business Manager at ext. 6308 or Manager of the Manor Cottages at ext. 6669.

College owned equipment or supplies

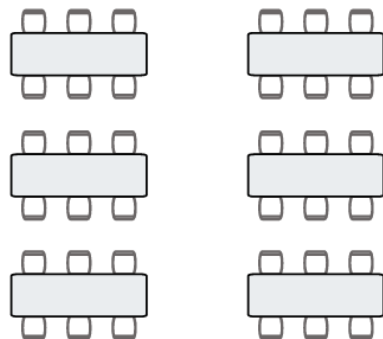


- Requests for equipment or supplies should be included with the room reservation for an event.
- Requests must be complete and accurate 5 days prior to the event. Late requests must be made to the Director of College Events or the Director of the Physical Plant and may be denied.
- If supplies are missing or damaged after the event, the determination of whether to assess a fee, as well as the amount of the fee, is at the sole discretion of the Director of Physical Plant or his designee.
- Those currently employed by Hampden-Sydney College may request personal use of plastic folding tables and chairs. Requests must be submitted to and approved by the Office of College Events. Approval is based upon current availability; College events take precedence.
Requests must include the following information: name of responsible person and phone number; what the event is for; what supplies and how many are needed; when they will be picked up; and when they will be returned. Any approved use of College supplies for off campus events will require the user to pick up and return the approved supplies (no deliveries or pickups by the College). An inventory of supplies will be made by a Physical Plant representative with the user at the time of pick up and again between the two when the supplies are returned. If supplies are missing or damaged, the determination of whether to assess a fee, as well as the amount of the fee, is at the sole discretion of the Director of Physical Plant or his designee.
- Student requests for events held Friday-Sunday may not be honored.

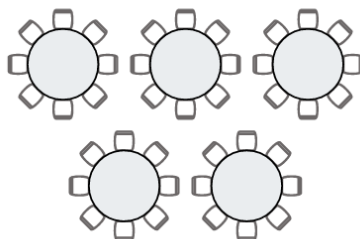
Style Guide for Setup Type

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.

BANQUET STYLE (rectangles)
includes chairs and tables



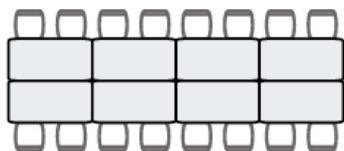
BANQUET STYLE ROUNDS
includes chairs and tables



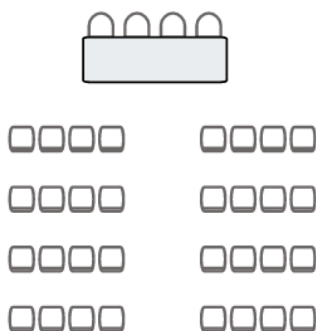
CLASSROOM STYLE
includes chairs and tables



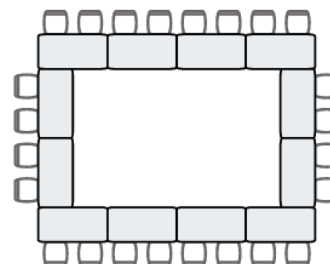
CONFERENCE STYLE
includes chairs and table



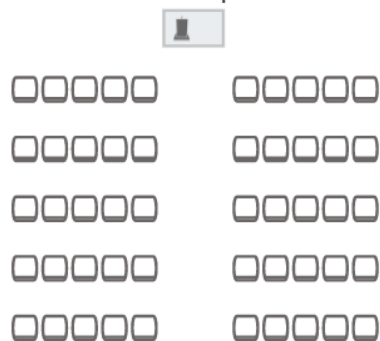
DEBATE STYLE
includes chairs and table



HOLLOW SQUARE
includes chairs and tables



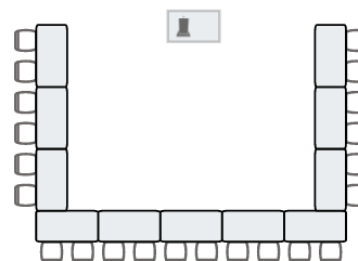
LECTURE STYLE
includes chairs,
lectern with microphone



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. 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.
- Fireworks and/or sparklers are not permitted.
- Personal photography or “photo ops”
 - Photography outside, on Hampden-Sydney College lawns, is allowed. The photographer or group/individual being photographed is encouraged contact the Office of College Events or Public Safety and Police Office.
 - Photography inside a building requires prior approval.

It will be allowed if the facility is available and reserved by a college-affiliated person (i.e. trustee, staff, faculty, alumni, student) who is responsible for: signing out the key to unlock the facility; staying with the group the entire time; making sure that the facility is left in the same order it was found; locking the facility back up and returning the key to the Public Safety and Police Office. The person(s) actually doing the photo op does not have to be college-affiliated, but they must know someone that is that willing to assume responsibility for the facility as noted above.

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/documents/calendar/EventPlanningGuide.pdf>

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 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.

PHYSICAL PLANT: 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 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.

THOMPSON HOSPITALITY CATERING: Terms and conditions for catering with Thompson Hospitality are available online at: <https://www.hsc-thscampusdining.com/catering>