

## Guide to Planning a Student-Run Event at Lerner College

This guide will help you plan a successful event. If, after reading this guide, you have questions or need additional information, please contact Lerner Events at [LernerEvents@udel.edu](mailto:LernerEvents@udel.edu). Planning early and thoroughly is the key to a successful event! It takes more time in the beginning but it pays off in the end. There will be enough to do prepping for the event the week of the event, so don't leave these details to the last minute.

Before you settle on a date – please check the Lerner [Google Event Planning calendar](#) and the UD Calendar to avoid conflicts with other Lerner and/or major UD events that will take away from your event attendance.

### Things to Consider

- Why are you holding this event? What do you want your guests to leave with after attending this event?
- What type of event do you want to hold?
 

<input type="checkbox"/> Reception (hors d'oeuvres, finger foods) <input type="checkbox"/> Meeting <input type="checkbox"/> Seated or buffet dinner/lunch <input type="checkbox"/> Off-campus event <input type="checkbox"/> Picnic	<input type="checkbox"/> Dessert reception <input type="checkbox"/> Lecture/Panel Discussion <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
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- How many people are you expecting? Typically 80% of those you invite will attend. \_\_\_\_\_ Where will you hold your event?
 

<input type="checkbox"/> Lerner Atrium (must be approved by Dean's office, form below) <input type="checkbox"/> Outside venue <input type="checkbox"/> Classroom (request through Registrar's Office) <input type="checkbox"/> Off-campus site	<input type="checkbox"/> Trabant multi-purpose room (request through University Student Centers) <a href="https://sites.udel.edu/usc/meetings-events/">https://sites.udel.edu/usc/meetings-events/</a> <input type="checkbox"/> Other: _____
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- Will you have sponsors? If seeking sponsorship from an employer or alumni, you must contact Jill Pante ([jgugino@udel.edu](mailto:jgugino@udel.edu)) for employers and Angelica Howard ([ayhoward@udel.edu](mailto:ayhoward@udel.edu)) **BEFORE** you reach out to anyone!!! *Don't forget to write thank you letters/emails to your sponsors!*

Name: \_\_\_\_\_ \$ \_\_\_\_\_ Funding for: \_\_\_\_\_

Name: \_\_\_\_\_ \$ \_\_\_\_\_ Funding for: \_\_\_\_\_

Develop a timeline with who is responsible for each task. Google docs work nicely.

Task	Due Date	Person Responsible	Comments
Order Balloons	9/1/20xx	John P.	Order placed 8/5; John will pick up on 9/1
Order Catering	8/15/20xx	Ginny	Conf. #444455

5. Will you need:

- |  |  |
|--|--|
| <input type="checkbox"/> Movers to set up your venue (webform)   | <input type="checkbox"/> Flipchart/markers                     |
| <input type="checkbox"/> Catering (you must use UD catering if over 35 guests)                                 | <input type="checkbox"/> YouDee & Baby Blue mascot appearance  |
| <input type="checkbox"/> Video/audio services (webform)  | <input type="checkbox"/> Large round tables (8-10 people each) |
| <input type="checkbox"/> Photography (\$75/hour) (webform)   | <input type="checkbox"/> Small round tables (4 people each)    |
| <input type="checkbox"/> Gifts (for speakers/attendees)  | <input type="checkbox"/> High cocktail tables (standing only)  |
| <input type="checkbox"/> Decorations (catering will supply flower centerpieces if you are using them for food) | <input type="checkbox"/> 8' long tables (8-10 people each)     |
| <input type="checkbox"/> Live music or performance   | <input type="checkbox"/> Registration table                    |
| <input type="checkbox"/> Laptop  | <input type="checkbox"/> Name tags                             |
| <input type="checkbox"/> Projector & screen  | <input type="checkbox"/> Graphic design help                   |
| <input type="checkbox"/> Microphone  | <input type="checkbox"/> Other: _____                          |
| <input type="checkbox"/> Podium  | <input type="checkbox"/> Other: _____                          |
| <input type="checkbox"/> Stage   | <input type="checkbox"/> Other: _____                          |

6. Develop a budget – see the attached budget worksheet.

- What is your overall budget for the event? \_\_\_\_\_
- What purpose code will you use? \_\_\_\_\_
- Who will approve your budget? \_\_\_\_\_
- Who will be in charge of your budget? \_\_\_\_\_

7. How will you publicize your event?

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> flyer/poster | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> social media | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> e-mail       | <input type="checkbox"/> Other: _____ |

8. How will you manage RSVPs?

- |  |   |
|--|---|
| <input type="checkbox"/> no RSVP necessary | <input type="checkbox"/> electronically |
|--|---|

9. Develop an emergency plan. In the event of an emergency and you need immediate assistance, please dial 9-1-1 or 302-831-2222 for public safety. What will you do – and who will do it - if there is:

- |  |  |
|--|--|
| <input type="checkbox"/> inclement weather (severe storm, tornado, blizzard) | <input type="checkbox"/> severe illness            |
| <input type="checkbox"/> a power outage                                      | <input type="checkbox"/> choking/allergic reaction |

a severe injury

Other:

-

Other:

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## Helpful Links/Contacts

- RSO Policies: <https://sites.udel.edu/usc/student-organizations/rso-policies/>
- RSO Tool Kit: <https://sites.udel.edu/usc/student-organizations/rso-toolkit/>
- UD Catering: <https://udel.campusdish.com/en/Catering>
- University Student Centers: <http://www.udel.edu/usc/>
- Movers: Submit a webform (contact Lerner Events for more info – [LernerEvents@udel.edu](mailto:LernerEvents@udel.edu))
- Video/Audio: Submit a webform, contact University Media Services PRIOR to submitting webform to get a confirmation number (contact Lerner Events for more info – [LernerEvents@udel.edu](mailto:LernerEvents@udel.edu))
- Photography: Submit a webform (contact Lerner Events for more info – [LernerEvents@udel.edu](mailto:LernerEvents@udel.edu))
- Mascot Appearances: <https://bluehens.com/sports/2019/9/30/hire-youdee.aspx?id=773>
- Gifts/Giveaways: Only approved UD vendors can be used for anything with the UD logo on it. You can find official UD and Lerner logos here: <https://my.lerner.udel.edu/support/communications>
- Hashtags – refer to UD’s List of official hashtags for use on social media.
- Logos & Branding – you may access the official Lerner logo on the myLerner site. If you have questions about the use of the logo or branding please contact [Lerner Communications](#)

## Best Practices & Guidelines

1. Plan Ahead.
2. Posting posters/fliers – please post only in designated areas (on bulletin boards, not on any painted or wood surface). To have your posters hung in the Purnell lobby cases, please bring them to the Lerner Undergraduate Office located in Lerner Hall, Room 103.
3. A receipt must be provided for ANYTHING purchased with a UD procard or any items you wish to be reimbursed for. There are no exceptions. If you don’t have a receipt, you will not be reimbursed. Your advisor can help you with purchasing of event materials or reimbursements, inf needed.
4. No alcoholic beverages can be served if undergraduate students are attending the event. If you plan to serve alcohol (at graduate events), your advisor must submit an alcohol approval form to the Dean’s Office.
5. No contracts can be signed by you. They must go to Maria Poole rs in the Dean’s Office after your faculty advisor has reviewed it. No exceptions.
6. You must use UD Catering in you will have over 35 guests. Please contact UD Catering at [udcatering@udel.edu](mailto:udcatering@udel.edu) if you need help planning your food and beverage selections.
7. Please pay attention to the room capacity. You must stay within the room capacity. A complete list of classroom capacities is located on the registrar’s website. Student center room capacities are listed on their website. The Lerner atrium capacities are listed on the Atrium Request form located at the end of this document.
8. Don’t assume that things will be “free”. Almost everything has a cost (i.e., movers, video, audio, etc.).If you need tables and chairs in the atrium (other than what is normally available), the UD movers can bring large rounds or high cocktail tables. They also have nice white folding chairs. There is a cost for the movers but not for the tables/chairs IF you are requesting what they have on hand.
9. Classroom space can be difficult to reserve due to the large volume of classes during the semester. The student

centers are nice alternatives and the rental fee is fairly inexpensive.

10. Allow time for set up & delivery for any items you plan to order. Custom orders take approximately 4 weeks to ship – unless you want to add rush shipping to your order, which means more \$\$\$!
11. Refer to [UD's list of official hashtags](#) for use on social media.

## BUDGET WORKSHEET

Total Budget \$ \_\_\_\_\_

Purpose Code \_\_\_\_\_

Item	Qty.	\$/Item	Total \$	Actual \$	Comments
Movers					
Catering					
Photography					
Video/Audio					
Gifts (including layout/shipping)					
Decorations					
Centerpieces					
Venue Rental					
Mascot Appearance					
Band/Live Performance					
Miscellaneous					
Other:					
Other:					
Other:					
Other:					

University of Delaware – Lerner College of Business & Economics

Lerner Atrium Space Request Form  
(LCBE and UD Units Only)

*Atrium cannot be reserved for events that involve music, loud sounds and/or noisy discussions while classes are in session. Also, it cannot be reserved during finals week.*

Requested by:

Contact Name (Last, First):

Department:

Phone:

E-mail:


Description of event:

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Day(s) of Week, Month/Day/Year of event:

--

Begin time:

End time:

Number of people attending:

Event involves people from outside of UD? (Y/N)

Event involves any food or catering? (Y/N)\*

*\*NOTE: Someone must arrange to have food and trash removed after the event.*

Event involves movers? (Y/N) \*\*

*\*\*NOTE: Requestor is responsible for having the movers return to take down and reassemble the Atrium after the event.*

Event involves projector/screen? (Y/N) \*\*\*

*\*\*\*NOTE: Requestor is responsible for all requests for service.*


*Future reservations depend on the Atrium being returned to its original setup after the event.*

Rental charge:

UD units outside LCBE--\$150 1/2 day (minimum); \$300 full day

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Comments:

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Approved:

Date:

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Occupancy Limits:

150 persons - standing

89 seats - Atrium

112 seats - combined total Atrium plus Lounge

Tables:

No more than 12 6' or 8' tables may be set up in the atrium