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. 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

1. Why are you holding this event? What do you want your guests to leave with after attending this event?

2. What type of event do you want to hold?
   - Reception (hors d’oeuvres, finger foods)
   - Meeting
   - Seated or buffet dinner/lunch
   - Off-campus event
   - Picnic
   - Dessert reception
   - Lecture/Panel Discussion
   - Other: ______________
   - Other: ______________

3. How many people are you expecting? Typically 80% of those you invite will attend. ______________ Where will you hold your event?
   - Lerner Atrium (must be approved by Dean’s office, form below)
   - Outside venue
   - Classroom (request through Registrar’s Office)
   - Off-campus site
   - Trabant multi-purpose room (request through University Student Centers) https://sites.udel.edu/usc/meetings-events/
   - Other: _________________________

4. Will you have sponsors? If seeking sponsorship from an employer or alumni, you must contact Jill Pante (jgugino@udel.edu) for employers and Angelica Howard (ayhoward@udel.edu) BEFORE you reach out to anyone!!! Don’t forget to write thank you letters/emails to your sponsors!

   Name: ___________________________ $__________ Funding for: __________________________

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Due Date</th>
<th>Person Responsible</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Balloons</td>
<td>9/1/20xx</td>
<td>John P.</td>
<td>Order placed 8/5; John will pick up on 9/1</td>
</tr>
<tr>
<td>Order Catering</td>
<td>8/15/20xx</td>
<td>Ginny</td>
<td>Conf. #444455</td>
</tr>
</tbody>
</table>

5. Will you need:
- [ ] Movers to set up your venue (webform)
- [ ] Catering (you must use UD catering if over 35 guests)
- [ ] Video/audio services (webform)
- [ ] Photography ($75/hour) (webform)
- [ ] Gifts (for speakers/attendees)
- [ ] Decorations (catering will supply flower centerpieces if you are using them for food)
- [ ] Live music or performance
- [ ] Laptop
- [ ] Projector & screen
- [ ] Microphone
- [ ] Podium
- [ ] Stage
- [ ] Flipchart/markers
- [ ] YouDee & Baby Blue mascot appearance
- [ ] Large round tables (8-10 people each)
- [ ] Small round tables (4 people each)
- [ ] High cocktail tables (standing only)
- [ ] 8’ long tables (8-10 people each)
- [ ] Registration table
- [ ] Name tags
- [ ] Graphic design help
- [ ] Other: ____________________________
- [ ] Other: ____________________________
- [ ] Other: ____________________________
- [ ] 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?
- [ ] flyer/poster
- [ ] social media
- [ ] e-mail
- [ ] Other: ____________________________
- [ ] Other: ____________________________
- [ ] Other: ____________________________

8. How will you manage RSVPs?
- [ ] no RSVP necessary
- [ ] 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:

- [ ] inclement weather (severe storm, tornado, blizzard)
- [ ] severe illness
- [ ] a power outage
- [ ] choking/allergic reaction

7.2022
- a severe injury
- Other:
- Other:
Helpful Links/Contacts

- RSO Policies: https://sites.udel.edu/usc/student-organizations/rsos-policies/
- RSO Tool Kit: https://sites.udel.edu/usc/student-organizations/rsos-toolkit/
- University Student Centers: http://www.udel.edu/usc/
- Movers: Submit a webform (contact Lerner Events for more info – 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)
- Photography: Submit a webform (contact Lerner Events for more info – LernerEvents@udel.edu)
- 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, if 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 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 _______________________

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>$/Item</th>
<th>Total $</th>
<th>Actual $</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Movers</td>
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<td>Catering</td>
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<td>Photography</td>
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<td>Video/Audio</td>
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<td>Gifts (including layout/shipping)</td>
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<td>Decorations</td>
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<td>Centerpieces</td>
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<td>Venue Rental</td>
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<td>Mascot Appearance</td>
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<td>Band/Live Performance</td>
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<td>Miscellaneous</td>
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<td>Other:</td>
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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:

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

Comments:

Approved: Date:

Occupancy Limits: Tables:
150 persons - standing No more than 12 6’ or 8’ tables may be set up in the atrium
89 seats - Atrium
112 seats - combined total Atrium plus Lounge