# Event Planning Quick Guide

Use this guide to determine what your organization will need to do to have a successful event. Please remember that some of these items may not apply to your organization's event. Planning a successful event requires at least 2 months of advance planning! Student groups should make sure to work with the advisors in the LEAD Center.

## Make Early Plans

- Determine Event "SMART" Goals: Specific, Measurable, Achievable, Relevant, Time-bound
- Project Target Audience
- Make a Budget
- Get Volunteers — Estimate 1 volunteer for every 20 guests
- Design an Event Theme
- Select Possible Dates and Times
- Student Groups — Meet with your Advisor

## Reserve Your Space

- **Reserve the location**
  - **Ask what is included in the rental**
    - Furniture: Tables (head table, registration table), chairs, podium, stage, easels, etc.
    - AV Equipment: microphone, sound system, projector, screen, laser pointer, etc.
  - **Consider Location**
    - Is there a rental fee?
    - Does venue require use of their Catering Services?
    - Disability Access
    - Venue Capacity
    - Does venue offer green events? (composting, recycling, etc.)
    - Is there parking and/or public transportation close by?
      - Parking Permits: Event Services has one-–day passes on hand and will add the cost to your reservation if requested.
  - **For spaces managed by Event Services at the ASUC Student Union:** View a list of venues and submit an online venue request. Only signatories of registered student organizations with the LEAD Center, student government, and/or fraternities and sororities may make requests.
- **Submit Signed Reservation and Pay Deposits**
  - Submit a signed reservation confirmation according to the venue's policy and time requirements
  - Ask about deposit and cancellation policies

# Event Planning on Campus

- **Food & Drink / Catering**
    - **Submit a Food Permit Form:** If selling or serving food at an event, submit the Food Permit Form online at least 14 days in advance of your event through the [Office of Environmental Health & Safety](#).
    - **Catering Information**: If a caterer will be onsite during/at the event, they must submit insurance, a copy of their business license, their latest health inspection report, copies of workers comp if they are having workers onsite, and car insurance if they are driving on campus.
    - **Healthy Eating**: Reference the Tang Center's [Eat Well Program](#) for information on caterers and food options that are healthy for your guests.
    - **Open Flame/Cooking Permit**: Are you planning to have a BBQ? If so, [this form must be filled out at least 14 days before your event.](#)
- **Obtain Amplified Sound Approvals:** If you are using amplified sound outside of the allowed times/places (12-1pm; 5-7pm on Upper and Lower Sproul only), please work with Event Services to receive an amplified sound exception for your event:
    - Event Services will email you the information with your tentative reservation. Contact each building coordinator by email to request and amplified sound exception.
    - Send Event Services all of the amplified sound exception authorizations from the building coordinators.
    - Consider who will be monitoring the sound at your event using a phone app such as Decibel X.
- **Insurance & Risk**
    - **Obtain Insurance for Event:** Student organizations may need to apply for insurance through the [student organization insurance program](#)
    - **Waivers:** As this involves physical activity, it is best to include the signing of liability waivers as part of the registration process. Consider incorporating it into your online registration. A standard liability waiver can be downloaded from the [UC Berkeley Risk Services website](#).
    - **Security**: Do you require security? Is there a lot of money involved? Is there a potential for controversy at the event? Security can also provide a level of First Aid assistance. If this is needed, Event Services will fill out a police services request
- **Additional Items for Outdoor Spaces**
    - **Submit a Special Event Permit:** Event Services will help you obtain an approved [Special Event Permit](#) through EH&S if you plan to have more than 50 people at your event, are planning to use a tent or a canopy larger than 400-square feet, or plan on using a space on campus in a capacity other than its normal use.
    - **Equipment**
        - Event Services has equipment available to rent for no charge for student groups. Tables, chairs, and canopies are available at the POD and AV equipment is available through a reservation with the scheduling assistants at 102 Sproul Hall.

- With at least two weeks' notice, Event Services can arrange for the POD to be open to use the tables and chairs outside of normal business hours
- Event Services can rent other equipment for you (and add the cost to your reservation)

   - **Facilities Services:** Event Services will coordinate through Campus Facilities Services if you plan to have any electrical power set up, trash bins, recycling bins, composting bins, and/or if you need portable restrooms.

      - If the event is more than 4 hours and there is food, you are required to rent portable restrooms and trash bins for a fee. Please note that bins and restrooms are dropped off and picked up Monday through Friday. There is a fee to have the lawn sprinklers turned off.

- **Student Group Fundraising**

   - **Submit a Special Event Permit:** To sell items at the event (including an entrance fee), student groups must have a Fundraising Permit approved through Event Services. Submit a request online at least 14 days in advance of your event through Event Services.

## Event Budget & Secure Funding

- **Budget:** Develop a detailed and realistic budget that projects all anticipated income and expenses for the event. Know your budget and keep track of expenses.

- **Cleaning:** If the event requires extra clean up charges or has accrued any additional charges, these charges are added to the final invoice.

- **Apply for Funding:**
   - LEAD Center Funding Resources
   - AAVP Grants
   - Student Opportunity Fund
   - ASUC Sponsorship (make sure to follow guidelines of sponsorship)
   - Outside grants/funding (Wells Fargo, Townsend Center, etc.)
   - Check with funding sources to ensure you are using the given money appropriately

- Use CalLink to submit purchase orders to pay for items in advance

## Publicizing Your Event

When publicizing your event, make sure to include all essential information in all posts. Include date, time, and location of event, where to buy tickets, where to RSVP, and the event description. Be consistent when advertising your event: use the same flyers/logo.

   - **Website**
      - Consider online registration
      - Event agenda
      - Map of where to park

- Email Lists
- Flyers / Posters
- *Daily Cal* ads
- events.berkeley.edu
- Campus bulletin board posting
- Special Invitations
- CalLink Event Postings

## Pre-Planning — Event Details & Other Campus Policies

- **Volunteers:** Assign volunteers specific tasks for day of (check in, set up, etc...) and give them some form of identification

- Registration/Check in

## Day-Of-Event Logistics

- A list of contacts with cell phones for volunteers.

- Follow a schedule for set up to be ready for event on time

- Use a cash box and other money precautions for accepting payments the day of (talk to advisor and UCPD). Also bring change if accepting cash.

- Bring admin supplies: Tape, scissors, pens, markers, name tags, trash bags, water

- CLEAN: leave venue as you found it to avoid any cleaning charges

## After the Event

- Set up an activity to discuss the event with participants and event staff.

- Write an event debrief, which includes the strengths of the event and recommendations for future events and upload this document to your organization's documents folder. Submit it to Event Services.

- Pay any invoices.

- Send thank you cards, letters, e-mails or make phone calls to those who helped you along the way!

- Book your space for next year.

- Celebrate the accomplishment!