

# PLANNING EVENTS AT DARTMOUTH



Office of  
Student Life

# Why are we here?

- Review event planning process at Dartmouth
- Increased independence and ownership in navigating planning process & College systems
- Turnover in leadership – more folks need to know
- Student-driven programs
- Purposeful programming (what vs. why)
- Work smarter/not harder – mitigate stress



# Event Planning: A Step-by-Step Guide

- 1) What do students want?
- 2) Set Goals
- 3) Brainstorm Ideas
- 4) Initial Planning
- 5) Develop a Budget
- 6) Register the Event
- 7) Publicize Your Event
- 8) Final Details
- 9) Execute the program
- 10) Evaluate the Event

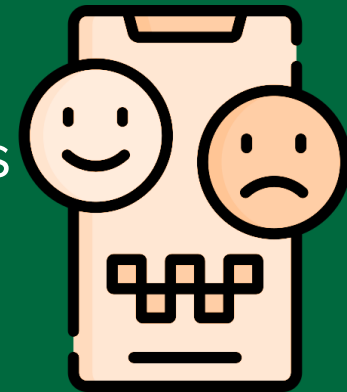


# Step 1: Figuring out what students want

- What kind of a program does the student body need/want? Is there enthusiasm for this event?
- How does it fit your organization's mission?
- What makes your event stand out? How does it add value to the student experience?

## How?

- Brief survey
- Social media & Dartmouth Groups polls
- Informal/Ask org members & classmates
- Talk to a staff member/advisor



# Step 2: Set Goals

- Goals/objectives for your event can help guide the planning process.
- **Consider:**
  - Who is your target audience?
  - What are you trying to accomplish by having this particular program?
  - What specific need is your program meeting?
  - How do you define “success” for this event?



# Step 3: Brainstorm Ideas for Event

- What should you consider?
  - Student interest
  - Event feasibility
  - Support for your event
  - Available resources / funding options
  - Special requirements/conflicts
  - Logistics: Dates, Times, Locations
  - Timelines (funding, advertising, etc)
  - Audience & Inclusivity



Accessibility



# Inclusive Programming Considerations

## Have you considered:

- Religious backgrounds, rituals, traditions?
- Diverse racial and/or ethnic populations?
- The needs of students with disabilities?
- Gender bias & gender neutral language?
- Economic limitations faced by some students?
- Heterosexual bias & diverse sexual orientation of students?



# Inclusive Programs/Performers

- Does any element of the event rely on stereotypes or portrayals of marginalized groups?
- Have you done your research/due diligence?
- Is there nuanced commentary?
- What is the campus climate?
- Do you have a response if the need arises?





# Accessibility

*Events should strive to be accessible to all members of the Dartmouth Community*

- **Advertising**: Provide information about the event and contact information in advance – offer accommodations as appropriate
- **Location**: Choose a location that is accessible
- **Food**: Be aware of food allergies & take this into account when planning for an event
- **Audio-Visual**: Captioning, listening devices
- **Handouts**: Distribute information in advance

**Post-event accessibility**: Can learnings be passed on after the event? Possible to live-stream or record? Think about follow up content (i.e. post a recap image on Insta, through email, or do something at a meeting)



# Step 4: Initial Planning

*What do you need to consider when planning an event?*

- Date
- Anticipated Attendance
- Location
- People Involved
- Specific needs for event
- Staffing
- Contracts/Paperwork
- Alcohol
- Risk Management
- Budget/Finances



# Communication

- Communicate early & often
- Respond to emails promptly & professionally
- Communicate tech/set-up needs EARLY
- Stay in contact with advisor
- Communicate when you can, but we may not respond or be available until the next work day (Mon-Fri)
- Don't assume we will be available to respond to last minute emergencies, or that we are around.



# Space

Most spaces can be reserved via the Dartmouth Groups Event creation/registration process

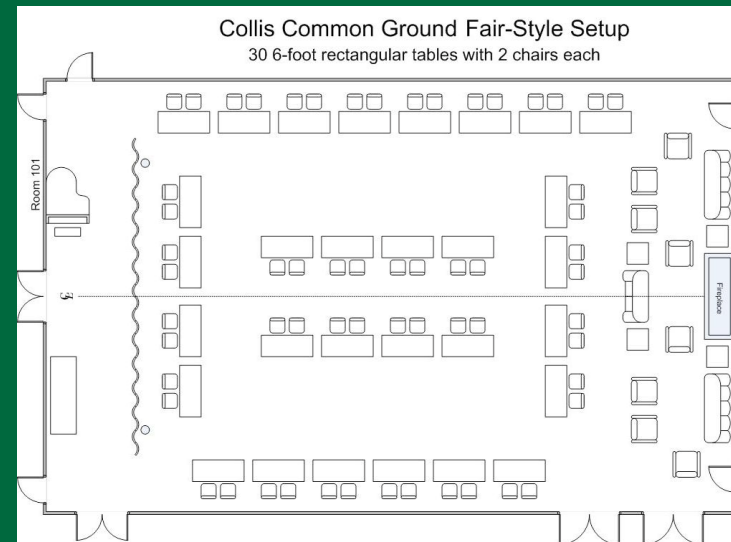
SPACE	CONTACT
Collis, '53 Commons, Sarner, Robinson, Tom Dent	Collis Reservations
Athletic Spaces: West Gym, Leede, Pool View Rooms, Leverone, Thompson	Conferences & Special Events
Classrooms, Hopkins Center, Library, DOC House, outdoor spaces: need permit	Conferences & Special Events
Rollins Chapel	Conferences & Special Events
Moosilauke and Cabins	Outdoor Programs
Residence Hall Common Spaces & House Centers	Residential Life



Outdoor events require a [permit from the Town of Hanover](#)

# Space & Associated Costs

- Space (if outside Collis)
- Renting items: tables & chairs
- Delivery/Pick-Up
- Cleaning
- A/V equipment
- Collis Tech/CTS
- Security
- Other facilities costs



***Make sure to contact C&E to confirm any costs associated with your event.***



# Food/Catering Policies

- If you are having food catered or delivered to campus, you must use an approved vendor:  
[Approved Vendors List](#)
- If you are picking up food, you are responsible for food safety guidelines.
- Check with the space what the requirements are for food, for example, some locations require specific caterers
  - Top of the Hop, Alumni Hall – Hanover Inn Catering (not an issue at the moment)
  - Paganucci - DDS



# Contracts/Agreements

- Be cautious about making commitments – get the details.
- All offers/contracts must be approved and signed by authorized Dartmouth staff.
- If you need a performer/speaker agreement template, come to Collis 303 and we will help you



# Risk/Legal

- Is this event “inherently risky”?
  - Does this activity have an aspect people would be unfamiliar with from their day-to-day?
  - E.g. inflatables, use of non-office tools (hammers, razors, etc), rage rooms, fire
- Safety is a priority and everyone’s responsibility
- Communicate with participants!
- Work with your advisor to connect with Risk Management
- Use of Dartmouth trademarks/name/logo is protected





# Bringing Visitors



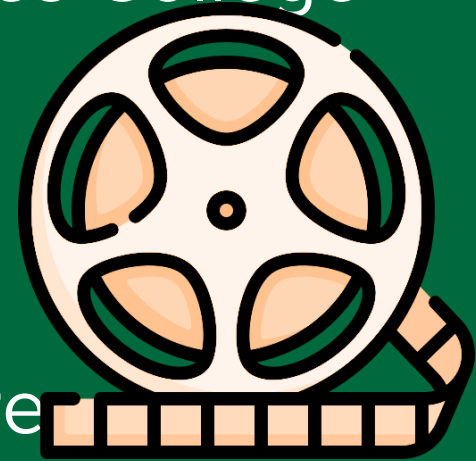
- For Hanover Inn - use your organization's GL chartstring
- All other hotels will need to be reserved using the travel credit card (request through DG)
- If contacting the hotel directly, make sure to ask for the college rate.
- Contact your COSO advisor or the Treasurer's Corner for questions and assistance with hotel booking, rental vehicles, etc.
- Make sure visitors know about limited rideshare options in the Upper Valley



- For more info: [Bringing Visitors to Campus](#)

# Movie Rights

- Legal regulations require that you purchase the movie rights for showing a film in a public venue (includes College venues).
- Usually costs (\$150-\$700) depending on the movie
- Vendors that distribute movies: Swank Motion Picture & Criterion Pictures
- Talk to Student Involvement about any screening plans



# Alcohol Policy

- Follow AMP Regulations/Process
- Require TIPS-certified servers
- If using student activities money, event must be approved by the Student Involvement Office
- If you would like to host an event with alcohol, we encourage you to contact your COSO advisor.



# Staffing/Delegation

- Consider what needs to be done pre-, during, & post-event
  - recruit volunteers
  - who's showing up when?
  - make your events a priority
- How and when are you getting supplies?
  - who's driving?
  - Amazon Prime?



# Step 5: Develop a Budget

## Budget Considerations

- Site/Facility Fees and labor Costs
- Food (and serving)
- Audio-Visual
- Electrical/Lighting
- Decorations
- Entertainment
- Promotion/Advertising



# Funding

- Sponsoring vs. hosting
- COSO is the primary source of funding for COSO Groups.
- Other possible funding options on campus:
  - Class Councils, SPEC, PB, CGB, GLC, DOC, Club Sports
  - Academic Departments, Dean of the College
  - Programs on campus:
    - Collis After Dark, ResEd, Rocky, Dickey



# Finances

- All budget requests must be approved by COSO
- Review Financial Procedures & Forms on Collis Center Treasurer's Corner website
- Payment request paperwork should be submitted in full *at least* two weeks in advance. The sooner the better.
- How to get your vendors paid
  - Ask upfront if your vendor accepts credit cards and determine if they are eligible to be paid this way.
  - If they prefer or need to be paid via a College check/e-payment/etc., are they registered in PaymentWorks?



# Purchasing Card Policies

- Request at least 1 business DAY in advance
- Pick up after 10am
- Cannot be used for
  - Purchases over \$2,500
  - Alcohol
  - Meals in restaurants
  - Travel expenses (except Dartmouth Coach)
  - Office supply stores (except WB Mason)



**Make sure to always get itemized receipts!**





# Step 6: Register

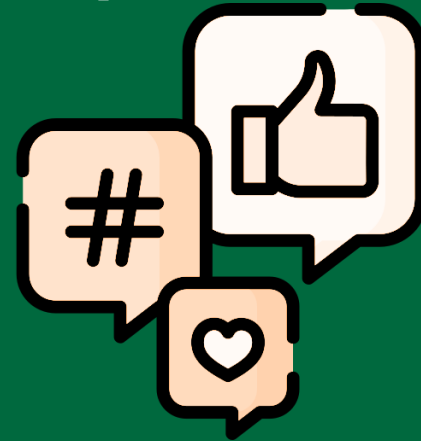
- An officer of the organization should log-in to Dartmouth Groups: <http://dartmouthgroups.dartmouth.edu>  
[Do not use the organization account to create or register your events.]
- Click on Events
- Click "+Create Event"
- Select the organization.
- Fill out the form with information about the event.
- When you get to # 3 "Where"- fill out the details and then click "Book Rooms." This is linked to EMS and it will only show you the rooms that are available. If the desired space is not showing in this portal but is in EMS, go ahead and complete the registration, then book the space via EMS.
- Complete the room booking and finish the rest of the form.
- Look for an email that your event is "approved."
- Look for an email that your space request has been confirmed.

\* The event registration form must be completed at least 2 business days prior to your event.



# Step 7: PUBLICITY

- **How far in advance should you publicize your event?**
  - Depends on the size/scope/type of event
  - Create a publicity plan!
- **How can you publicize?**
  - Blitz/Listserv, Social Media, Posters (people do see them), Dartmouth Groups
  - BE CREATIVE. Screens, Playlists, sidewalk chalk (*on appropriate surfaces*), banners for Collis atrium, anything that stands out
  - PUBLICITY IS EVERYONE'S JOB



# Step 8: Final Details

- NOT necessarily last minute...
- Determine set-up needs- let C&E/Collis know
  - Again, different spaces have different policies
- Reminders to all speakers, performers, participants, and volunteers – when?
- Purchases/Errands
- Pick-ups/deliveries
- Set up (i.e. decorations, green rooms, etc.)



# Step 9: Execute

- Get to the event early- make sure space is set-up, last minute details, meet performer/speaker/participants/volunteers – usually a nice time for everyone to get to know each other
- Monitor time – keep on schedule
- After event is complete – clean up!



# In case of “emergency”

- As appropriate, depending on what the “emergency” is and where your event is:
  - Safety & Security (First in REAL emergencies)
  - Collis managers/techs; Conferences & Events
  - Your COSO and/or faculty advisor
  - Dean-on-Call
- After/if you recover – is this something you should send a note to your advisor about?



# Emergency Matrix

Green	Who to contact?	When to contact?	Notify advisor?
Technical Issue with equipment, reservation issue, need minor equipment	Collis Tech, C&E, Collis Managers	Best practice: In earlier communications, when testing equipment before event, and as soon as issues arise	Discretion
Yellow			
Room damage or malfunction, crowd management issues, disruptions or access to space (including room occupancy limits), minor injuries	Safety and Security, Advisor, potentially Dean on Call	Safety and Security immediately, if issue persists or escalates dean on call; notify advisor after situation ends	Yes, especially injuries, close calls/potential injuries, any concerns expressed
Red			
Major injuries, safety concerns, significant crowd management issues or disruptions.	Safety and Security, Emergency Services, Dean on Call	Immediately	Absolutely



# Step 10: Evaluation

*It is important to evaluate your event*

- Who: participants, organizers
- What: How successful was the event? Attendance, goals met, etc...
- When: At the event, after the event
- Where: in person/blitz/survey
- Why: learning and planning tool

## **Tips**

- Hot Review and Cold Review: Debrief the event immediately and then again later as a group
- Be sure to thank everyone involved, putting on events is hard work regardless of outcome



# How do you define a “successful” event?

Consider different measures of success:

- Numbers of attendees
- Diversity of attendees
- Impact on campus
- Did attendees enjoy it?
- Your stress/planning
- Realistic expectations
- Were goals met?





# Questions?

