University of Wisconsin-River Falls
Division of Student Affairs: Operations
Campus Reservations Office
reservations@uwrf.edu
715-425-4444

Event Planning from Start to Finish

Handy Websites: https://vems.uwrf.edu/vems/ or http://www.uwrf.edu/reservations/

Important Reminders:

- No less than three months before the event: Make space reservation, get performance contracts processed.
- All details for your event space must be finalized at least 30 days prior to the event. Late add/change fee apply after 30 days before event.
- Look over your space reservation confirmation closely. The details are important in this document.

*The more details you initially provide to Reservations about your event, the faster your event can be finalized!

Graphic Arts: *(Promotions and apparel)* -Fill out an artist request form at the Involvement Center front desk. - For t-shirts-at least 1 month prior to the date needed. - For all other orders-at least 15 days prior to the date needed.	**Event Contract Administrator:** -Every performance on campus must have a contract processed with the University. - The contract must be processed a minimum of 3 months prior to the event date. - Late change fees may apply - Visit the IC desk for more information
Event Attendance and Sales: -For very large events where ticket sales before or during the event is needed, contact universitycenter@uwrf.edu -Some groups may want to arrange for the use of the UC Micros machine to allow for Falcon dollar or credit card sales at the event. There is a fee for the use of this equipment and a minimum of 14 days required for setup.	**Production Services:** *(Audio/Visual Equipment)* -Specific details of equipment needed should be sent to reservations@uwrf.edu not later than 30 days before the event date. - A detailed script is required if more than one "act" is to perform not later than 14 days before the event. -Contract Technical Riders are forwarded to Production Services by the Event Contract Administrator.
Catering *(On Campus Food Service)* -Any food served in the University Center must be contracted through the Sodexo Catering Department. -Contact catering@uwrf.edu a minimum of 14 days before your event. -Alcohol at the event must be approved by Student life staff and the Vice Chancellor for Student Affairs	**Outdoor Events** -See web form that will speed up your outdoor events process. http://sa.uwrf.edu/sa/system/login-form

Program Checklist and Timeline

Program Title:_____

Preferred date/Time/Location/backup location:_____

1. **More than three months prior to:**
   - Contract processed with all performers/guests coming to campus
   - Email Reservations with as much detail as possible for your event
     - Location and *(preferred 2nd location option please)*
     - Date/Time-start time and end time
     - Type of Event-Band, Speaker, Movie
     - Narrative of Event Specifics
     - Number of participants expected
     - Audience focus-campus or community or both

**Reservations will provide you with further instructions and appropriate contact information in a confirmation email*.

2. **Six Weeks prior to:**
   - Develop Publicity Timeline for event
     - Schedule Promo/Vendor Tables- reservations@uwrf.edu
     - Graphics designed/printed
     - Banners/Table Tents/Posters, other
       - For table tents, contact the RSO/Greek Life Coordinator

3. **Four Weeks prior to:**
   - All audio, visual, technical equipment and or program script finalized with Production Services. (send info to reservations@uwrf.edu)
   - Parking permit for performer(s) – contact parking@uwrf.edu
   - Confirm space arrangement details with reservations@uwrf.edu
     - Date and Time of event
     - Seating or space set-up information
     - Tables, chairs, needed
     - Other (dance floor, special accommodations, ticket holders, etc)
   - Create event program if applicable
       - Give copy of event program to UC Info desk staff and email to universitycenter@uwrf.edu

4. **Two Weeks prior to:**
   - Determine volunteer needs and create sign-up
   - Publicity (according to your timeline)
   - Axis TV info submitted to digitalsignage@uwrf.edu

5. **Week of and Day of:**
   - Refer to Day of Show Details form

6. **After Event**
   - Complete a Program Evaluation
   - Send thank you notes to volunteers

PROGRAMMING PROMO CHECKLIST

(not all items may apply to every event)

Remember: Include on all publicity: Sponsor Name, Date, Time, Location

Publicity	Person Responsible	Date Assigned	Date Completed
On Campus			
Posters			
Design (Graphics or Individual)			
Distribution			
Table Tents			
Reserve at IC Desk			
Design (Graphics or Individual)			
Distribution			
Handbills			
Design (Graphics or Individual)			
Other			
Letter/flyer to faculty/staff			
Chalking (sidewalk/blackboards)			
Axis TV			
Promo Tables: UC reserved			
Word of Mouth!			
Hall Councils			
Co-sponsorships w/ other orgs			
Campus web calendar-update with details			
Student Voice Ad/Articles and WRFW			
Campus Newsletters			
Other Contacts (contact Univ. Communications)			
Pre Interview w RF Journal			
Alumni Publications			
Public Radio- The Current			
TV/Radio Ads			
Local High Schools			
Student Voice			
Other ideas not listed:			

Day of Show Details Form

Complete At LEAST two weeks prior to event in preparation for the tasks that need to be done on the day of the show.

To help put sustainability at the forefront of all our processes,
http://www.uwrf.edu/Sustain/ChoiceEvent.cfm

Task to be completed	Who's doing it?	When?	Where to go?	Misc. Notes
Sustainability Initiatives			Discuss at meetings	
Create sign ups for help			Sign ups	
Confirm facility setup			reservations@uwrf.edu	
Confirm production needs			reservations@uwrf.edu	
Confirm hospitality				Check w/advisor
Make Program				Check w/advisor
Create Itinerary-Day of show				Check w/advisor
Check on towels for artist(s)				Check w/advisor
Check on water for artist(s)				Check w/advisor
Parking Permit			parking@uwrf.edu	
Artist pick up/meet				
Reserve van for pickup?				Check w/advisor
Artist load-in			Sign ups	Time: # of ppl
Check w/ UC Building Mgr			UC Info desk	
Food # for restaurant			# of ppl attending	
Ticket takers			Sign ups	
Head count (if no tickets)			Sign ups	
Introductions / MC's			Sign ups	
Merchandise helpers:			Sign ups	
Check in pick-up/delivery				Check w/advisor
Load out/clean up			Venue guidelines	# needed?
Towels to launder				Check w/advisor
Other:				

(Some items may not apply to all events)