

## Event Planning Guide: School of Business Faculty & Staff

### STEP 1

Review the Conflict Calendar for possible event conflicts

<https://my.business.wfu.edu/conflictcalendar>

On your proposed date and time, ensure there are no conflicts that could affect attendance at your event and other events already on the calendar, such as:

**a. University event conflicts**

- All university events are **Gold**
- Take note of important University-wide events. Avoid scheduling your event during University-wide events (Ex: Hit the Bricks, Lovefeast, Lighting of the Quad, etc.)

**b. School of Business conflicts**

- All School of Business events are highlighted **Yellow**
- All School-wide events are **Red**. Avoid scheduling your event during School-wide events (Ex: Marketing Summit, Retail Innovation Challenge, Broyhill Lecture Series, etc.)
- Internal events are marked as "INTERNAL: [title of event]." Ex: Faculty Meeting, Staff Meeting, etc.

\*Consider looking at DeaconSpace under Browse Events for possible conflicts with academic classes.

### STEP 2

Request your space in DeaconSpace <https://rooms.wfu.edu/>

### STEP 3

**IMPORTANT: ADD YOUR EVENT TO THE SCHOOL OF BUSINESS CALENDAR**

<http://apps.business.wfu.edu/addevent>

*ALWAYS add your event to the School of Business calendar, even if the event occurs off campus.*

- Click on link above to access the University event calendar.
- Click Login with School ID, which will direct you to the Submit an Event Form.
- Use the form to enter the information about your event.
  - For an internal event, type **Internal Only** in the last line of the Description field
  - Under the Department tab, always select **School of Business AND** a program (i.e. **Unspecified/Other** or **MA in Management**) so that your event will appear on the School of Business calendar
- Click Add Event after completing the form.
- The calendar administrator will review and approve your event, typically within 24-48 hours. Once approved, the event data is pushed to the School of Business website and Intranet calendars.  
**Events are not approved until they are submitted and receive final approval from the School of Business calendar.**
- Questions? Click View Detailed Instructions on the left panel of the site.

### STEP 4

Make necessary arrangements for your event: pages 2-3

### STEP 5

Complete final steps to create a successful event: page 3

### Changes & Cancellations

Don't forget to make appropriate updates if the event changes or is cancelled: page 4

\*Please use the following guidelines as **MINIMUM** request times, sooner is always better.

\*Not all requests may be able to be accommodated.

\*Some services may require additional fees.

### Marketing

- **Marketing materials:** Consider creating save the date mailers, invitations, posters, banners, programs, etc. for event. Check out online sites for designing custom invitations. If you require assistance from Marketing and Communications, you must submit a design services request with a **MINIMUM of 3 weeks' notice**.
- **Digital signage request:** Consider submitting images of event posters for rotation on LCD screens in Farrell Hall **at least 1 business day** before you want the slide to be displayed at <https://business.wfu.edu/signage>. Images must meet graphical standards defined at <http://identitystandards.wfu.edu/>. Limit your text. Images only display for 10 seconds!

### Alumni

- **Inviting alumni:** If you would like to invite alumni, contact the School of Business Advancement team **at least 3 weeks prior to your event**.
- **Consider alumni groups:** all School of Business alumni, School of Business alumni by program (and by city/state), School of Business alumni by graduation years, etc.

### Media Relations/Social Media

- **Promoting your event:** If you would like to promote your event to the media or through social media such as Twitter, Instagram, Facebook and LinkedIn, Marketing and Communications may assist you or provide information to help you promote your event. Contact Stephanie Skordas at [skordas@wfu.edu](mailto:skordas@wfu.edu) or 336-758-4098 to discuss options with a **MINIMUM of 3 weeks' notice**.

### Technology & AV Needs

- **Choosing an appropriate space for your needs:** Most spaces in Farrell Hall and the Charlotte Center have technology installed to facilitate various technology and AV needs. When making your space reservation in DeaconSpace, you can use the Availability Features to search for rooms that have the appropriate equipment.
- **Additional equipment and support requests:** When making your reservation in DeaconSpace, please indicate any additional equipment and support needs in the appropriate sections – this will automatically notify the SB Help Desk of your request.
- **Questions?** Contact [sbhelpdesk@wfu.edu](mailto:sbhelpdesk@wfu.edu) for any questions about available technology and audio visual capabilities.
- **Minimum lead time required for requests:** The following are the **MINIMUM** guidelines – please provide as much lead time as possible to ensure equipment and staff availability.

<b>Special Equipment Requests</b> Any equipment not installed in a classroom or conference room.	<b>2 business days</b>
<b>Event Support</b> Any event requiring planning and/or support by an IT staff member.	<b>2 weeks</b>

### Photographer & Videographer

- **Documenting your event:** If photography/videography is necessary, fill out the photography request form with a **MINIMUM of 2 weeks' notice**. For larger school events, Marketing can assist with photography/videography or hire a photographer/ videographer.

### Reserved Parking Signs

- **Reserving a parking space:** If you would like to display a name or company on the reserved parking signs outside Farrell Hall, contact Mallory Allred at [allredmk@wfu.edu](mailto:allredmk@wfu.edu) or 336-758-2463 with a **MINIMUM of 2 days' notice**.
- **Disclaimer:** Space reservations are only allowed for off campus guests and primarily on campus recruiters. Space reservations are NOT allowed for students, faculty, staff, or on campus groups. There is no guarantee that spaces are available.

## STEP 4b

## OTHER ARRANGEMENTS YOU MAY WANT TO CONSIDER

*\*This is a generalized list and your event may require other requests/arrangements.*

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### Caterer

- **Consider catering costs in your budget:** food, drink, bartenders, servers, additional labor, linens, paper products, and/or china rental
- **Contact ARAMARK:** Aramark is the preferred caterer in Farrell Hall and on campus events and the required caterer for alcohol in Farrell Hall. Contact [wfucater@wfu.edu](mailto:wfucater@wfu.edu) with a **MINIMUM of 1 weeks' notice**.
- **Website:** You can visit Aramark's website at [www.wfu.catertrax.com](http://www.wfu.catertrax.com) for more information.

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### Entertainment

- **Hotel and travel:** Arrange hotel and travel needed for speakers/presenters/special guests. Confirm hotels are available (not during furniture market or other high demand times).
- **Agenda:** Plan the agenda/program and write the script. Determine the program flow (MC, guest speakers, honorees, Q&A).
- **Entertainment:** Discuss event with speakers/presenters/entertainers and confirm their needs (set-up, a/v, volume concerns, electrical, remarks, break times, materials, timing, etc.).

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### Signage & Other Printed Materials

- **Consider creating signage:** welcome/check-in, parking/directional, assigned/reserved seating, table numbers, restrooms, reserved/media/award winners, private event, etc.
- **Other printed materials:** If nametags, programs, place cards, etc. are needed for this event, confirm you have ample in your inventory and if not place an order with printing services (Bio Med) or off-campus printing service.

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### Parking

- **Parking:** Reserve any on/off campus parking needed for this event. Submit security and work order requests (ropes and ramps on Davis Field).
- **Shuttles:** Request shuttles needed for off-campus/remote parking through Parking Services.

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### Staffing/Volunteers

- **Contact and confirm staff and volunteers needed:** check-in, greeters/ushers, floaters, etc.

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### Check-In/Registration

- **Consider location, staffing hours, and items needed at table:** nametags, registration packets/tickets, programs/itineraries, favors, master attendee list/seat assignments/table assignments list, nametag maker, sharpies, extra nametags, baskets or waste baskets, counters, etc.

## STEP 5

## Complete final steps to create a successful event

### a. Finalize all details

- Continue to review this guide and make sure all necessary items have been completed, all details have been confirmed, and that everyone involved has a clear idea of what they are expected to do, where they are supposed to be, and what time they need to be there.

### b. Execute plan and oversee event

### c. Complete post-event procedures

- After event, clean up all event-related materials and return any borrowed items to appropriate sources.
- Send thank you notes to speakers and/or special guests.
- Document event process and make notes for areas of improvement, in order for the next group to benefit from your experience.

## Changes & Cancellations

### a. Update/Delete your reservation in DeaconSpace

- Log into DeaconSpace (<http://rooms.wfu.edu>).
- Navigate to **My Requests** under the **My Account** menu.
- Locate your reservation and make appropriate changes or delete your reservation.

### b. Update/Delete the calendar entry for your event

- Log into the university calendar at <http://events.wfu.edu>.
- Use the **Search places, events, groups** box or the mini calendar to locate your event.
- Click on the name of your event to select it, then click on the **Edit Event** button on the right.
- Make the appropriate changes and click **Save Event** to update or click **Delete Event** if you no longer want this event on the calendar. Any changes will go through the approval process again.

#### Cancellations & Rescheduled events:

- If you have **NOT** marketed your event, delete your event.
- If you have marketed your event, add "CANCELLED" or "RESCHEDULED" to the beginning of your event description on the School of Business calendar and submit for approval (i.e. CANCELLED: [event name] or RESCHEDULED: [event name]). If rescheduled, also create a new event to add to the School of Business calendar with updated date.

### c. Update service providers regarding the changes to your event (pages 2-3)

### d. Communicate changes to invited guests as appropriate

- *Moved last minute?* If your event is moved last minute, communicate to all constituents of location change. You may consider putting signage or a volunteer at the former location to direct attendees to the new location.

### e. Take any other necessary steps specific to your event

*NOTE: If you are a faculty or staff member outside of the School of Business, contact Angie Sink at [sinkam@wfu.edu](mailto:sinkam@wfu.edu) or 336-758-4578 to begin the scheduling process for your event.*