

 **THE OHIO STATE UNIVERSITY**

TIPS FOR PLANNING AN EVENT AT THE OHIO UNION

Council of Graduate Students Retreat – 8/15/14


 **THE OHIO STATE UNIVERSITY** Ohio Union Events – Office of Student Life

Goals for Today's Presentation

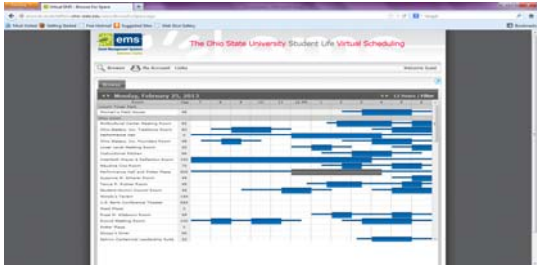
- Share 7 strategies and resources for planning successful events in the Ohio Union
- Address any specific questions or help you apply these tips to events outside of the Ohio Union




2

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How to Book an Event:
Virtual EMS: <http://emsweb.studentaffairs.ohio-state.edu/vems/>





3

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How to Book an Event:

- Contact an Event Planning Coordinator – Me!
Katie Krajny.1
614-688-1218
- Complete Event Request in the 2nd Floor Administrative Suite

4


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Your Event's Vision

- What is the purpose of the event? Social, Celebration, Workshop?
- How Large of a space do you need? Indoors? Outdoors?



5

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Your Event's Vision

- What is the expected number of attendees?
- Have you selected committee members?
- Do you have a date or options for dates selected?

6

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Ohio Union Events – Office of Student Life

THE BIG THREE

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“The Big Three”

Consider your Production, Audio/Visual, and Catering Needs.



8

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“The Big Three” Production & Set-Up

Ohio Stadium, Inc. Traditions Room
Suzanne M. Schwarz
Archie M. Griffin Grand Ballroom

9

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“The Big Three” Audio/Visual Needs

LCD Projector & Screen
Laptop Connection
iPod Connection
Wired Microphone
Lapel Microphone
DI Box
Podium
Follow Spotlight
...and much more!

10

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“The Big Three” Catering Order and Display

Pizza – Coffee – Cookies – Plated Meal
Buffet – Ice Cream – Bagels – Meatballs
Baked Potato Bar – Popcorn – Egg rolls
China – Disposables – Pastries – Chicken
Vegetarian Entrée – Gluten-Free Entrée
Buffalo Chicken Wings – Yogurt Parfaits
Continental Breakfast – Sheet Cake – Salad
Iced Tea – Cupcakes – Chips & Dip – Juice
Host Bar – Coke Grant – Breakfast Bars

11

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Deadlines to Consider

Book weekly meetings... 1 academic term prior (May)
Book one-time or annual events... 1 year prior to event date

Student Governments have special booking privileges

Contact event planner for large events... 3-12 months prior to event date
Cancel large spaces in the Ohio Union... up to 30 days prior to event date
Determine Audio/Visual & Setup Needs... 3 weeks prior to event date
Place catering order ... 7 days prior to event date
Give event planner final guest count... by NOON 3 business days prior

12

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More Event Resources in the Ohio Union:

- Credenzas in the Ohio Union Great Hall for Promotions/ Ticket Sales - \$25 for student orgs
- Printing, Balloons, Buttons, & other event needs in the Resource Room inside the Keith B. Key Center for Student Leadership & Service. Each student organization is allocated a line of credit worth \$250.00 each year to be used in the Resource Room.



13

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More Event Resources in the Ohio Union:

- Coke Grants - <http://studentlife.osu.edu/coke/>
- Discounts for Group Tickets from d-tix - http://ohiounion.osu.edu/things_to_do/dtix



14

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Budget Planning

- What is your budget?
- Consider... Are there Financial sponsors? Donations? Are there discounts available? Will you be selling tickets?




15

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Budget Planning

- Base your decisions (Music, Food, Decorations, Rental fee, etc.) on your available budget.
- Keep in mind that there are ways to trim the budget but plan on items costing more than you may think.
- Do your homework when building the Budget to make it as accurate as possible.




16

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Your Schedule for the Day

- An Event Schedule helps to keep everyone organized and knowledgeable of team roles.
- Start making your schedule as early in the planning process as possible, and fill in the blanks as you go!




17

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Crucial Event Schedule Items

- Arrival time at the venue for (1) You; (2) Speakers or performers; (3) Volunteers
- Time doors of the room open for guests to enter
- Event Start and End Time
- Key moments of an event program (welcome, dinner service, audience Q&A)



18

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Sample A/V Script:

Time/Duration	Event Component	Audio (Instruments/ Music)	Video/Projection	Lighting/Stage set
3:00PM	Room Set			
3:30PM	Client Arrival			
4:00PM	AV run through			
6:00PM	Doors	Music on CD	Looping Slideshow	House Lights
7:00PM	Program start	Presenter on Stage	Event Logo Slide	Stage Wash, House Lights Down
7:05PM	Act 1	Piano & Vocals	Intro Video	Stage Wash, House Lights Down
7:15PM	Act 2	Music on CD for Dance	Intro Video	Spotlight
8:25PM	Act 3	Vocals and Music on CD	Intro Video	Stage Wash, House Lights Down
8:45PM	Finale	Band with Guitar, Drum Set, Vocalist	None	Stage Wash, House Lights Down
9:00PM	Program ends	Music on CD	Looping Slideshow	House Lights
9:30PM	Client departure			

19

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Communication & Teamwork

- Marketing/Invitations: What is your Goal for Attendance? How will you advertise? How will you track RSVPs? Email, Social Media, Word of Mouth?
- How much time have you allowed prior to the event date?

20

Communication & Teamwork

- Planning Meetings: Weekly meetings? Email updates?
- Role Assignments: Have the expectations of each member been clearly defined? Who is the main contact that the members report to? Make sure all members are on time and understand their roles.



21

Communication & Teamwork

- Have the main contact be the communicator of all details to the event planner.
- It's important that the main contact is free to look at the "Big Picture" day of the event.
- Delegate responsibilities to other members and volunteers to free up your time!



22

Questions?



23

Final Advice

Utilize our expertise – The Ohio Union staff are here to help you! Please let us know what we can do to assist! We have a lot of experience planning many types of events. Our goal is to help you have a successful event.

The more organized you are, the smoother your event will go! Take thorough notes during each meeting and communicate frequently with others on your planning team and in your organization.

Plan ahead – **so you can enjoy your event!** There's always the chance for a "hiccup" here and there, but if you think through all details, you should be able to relax and watch the event go well.

24



Contact Us at the Ohio Union!

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