

# Special Event Resource Guide



THE UNIVERSITY OF  
**TOLEDO**  
1872

The Office of Special Events

**2009**

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# I. Introduction

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## Introduction

Congratulations! If you are reviewing this special event resource guide, that means you have been given the important responsibility of organizing a special event for The University of Toledo.

The purpose of this resource guide is not intended to take you through the step-by-step planning of a special event, but rather to provide useful information specific to The University of Toledo regarding campus facilities, resources, equipment, etc.

If you have any questions or can provide us with updated information, please contact The University of Toledo's Office of Special Events at 419.530.2200. We hope you will find this guide useful during your event planning endeavors.



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## II. Event Planning Basics



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## Office of Special Events Institutional Advancement

### Mission:

The mission of the Office of Special Events is to plan and manage special events, programs, and projects for the Office of the President and for the Division of Institutional Advancement as well as selected University-wide events. These events are designed to stimulate the involvement and interest of an ever-growing support base comprised of students, alumni, donors, friends, and community partners of The University of Toledo.

### Duties and Responsibilities:

The Office of Special Events supervises and directs the planning and coordination of special events for the Office of the President, selected events requested by the Vice President for Institutional Advancement involving University donors, events hosted by the Board of Trustees, groundbreaking, naming and dedication events, and selected major University-wide events. As requested by the Office of the President, the Office of Special Events will be responsible for special events hosted or sponsored by Vice Presidents on the Senior Leadership Team on behalf of the President.

Depending on the nature of the event, the OSE team will assist and advise on event protocol, cost and budget management, program design, conception and production, logistical coordination, facility use and design, and event promotion.

In addition, the Office is responsible for advising the President's University Ambassadors, managing Institutional Advancement's Event Calendar, purchasing custom and specialized gifts for guests, sponsors, donors, etc., and reviewing table purchases and/or sponsorships for various community or external events.

A sample list of events coordinated by the Office of Special Events includes but is not limited to:

- Events hosted or sponsored by the President and the President's spouse (luncheons, teas, dinners, receptions) held at any campus or off campus venue locally. In addition, OSE works closely with other campus units planning events that request the President to attend or participate.
- Selected events that are requested by the Vice President for Institutional Advancement and are related to University Advancement and the Capital Campaign (donor cultivation, recognition, press conferences, etc.).
- Selected major University-wide campus and community special events.

- Selected events hosted or sponsored by Vice Presidents on the Senior Leadership Team on behalf of the President.
- Events hosted by the Board of Trustees.
- Athletic Events that involve the President and/or President's guests, i.e., Glass Bowl, Grogan Room, championship games scheduled off campus, etc.
- Groundbreaking, naming and dedication events.

# Event Planning Basics

## **Event Purpose**

Special events allow people a glimpse into the heart and soul of the university and learn what makes The University of Toledo stand above the rest. Events can help build commitment and strengthen community support and understanding of UT's goals and mission.

Special events may provide opportunities to educate, recognize, and commemorate those who have helped the university. Knowing why people want to become involved with your program will help you determine the kinds of events to plan for various constituencies. Events may include luncheons, receptions, dedications, anniversaries and other celebrations.

All events begin with the same strategy and planning process. Some events take longer to plan because they are more complex, as determined by their purpose and audience.

## **Event Goals**

Before establishing goals for a special event, a committee should be formed and composed of key persons who are capable of ensuring the success of an event. An effective committee should include people who are active, involved, and well-informed about the University and its objectives. For example, if parking is needed for an event, a representative from the University's Police Department should be included from the beginning. If committee members do not have time to participate fully, an alternate representative should participate in their place, or at least a member should be consulted about the goals and elements in their area.

When determining goals, also ask—what is the purpose?

1. To gain media coverage?
2. To raise money?
3. To say “thank you” for an individual's/group's effort?
4. To raise awareness of University programs?
5. To celebrate an anniversary?

Picture yourself taking part in the event from the moment you receive the invitation. Imagine how you will respond, how you will travel to the event, where you will park, the route you will walk, what you will see upon entering, who will greet you, what you will do next, what you will eat, what you will wear, what drink, how the program will be introduced, what the lighting will be like, how the event will be concluded, and how you will depart.

## **The Six Dimensions of Event Perfection**

To create perfection every time, consider the following six critical dimensions, or layers, of the event experience: anticipation, arrival, atmosphere, appetite, activity, and amenities.

### 1) Anticipation

Creating anticipation for an event encompasses marketing and communication issues. The materials used to announce or invite should be designed in such a way that they are enticing and build excitement while establishing the appropriate expectations. The event communications must be particularly persuasive to convince event goers to spend their time and, perhaps, money at your event.

### 2) Arrival

An event must be designed to ensure that the arrival dynamics are safe, efficient, and an integral part of the overall event experience. This includes understanding and accommodating attendees' travel and transportation requirements, providing the proper directions and instructional information, and conveying an obvious and warm welcome. From the decorated entryways to cheerful greeters and registration staff, the first impression will set the tone for the time they are attending your event.

### 3) Atmosphere

The event site or venue should be selected and developed with a keen eye for location, layout, and audience accessibility and comfort. You must review the venue's atmosphere, assets, and liabilities so appropriate décor and the necessary infrastructure may be selected. Keep in mind sanitation services, sufficient utilities and shelter for your guests.

### 4) Appetite

Fulfilling the guests appetite includes the selection of meals that match the occasion, palate and your budget. The menus should be appealing and nutritious, and must address any physical, religious, or philosophical dietary preferences or restrictions. For example, do not plan on serving crab cakes as an only option at an event. It is possible a good portion of people may not care for them or are allergic to shellfish.

### 5) Activity

Whether spectator or participatory, impromptu or produced, there is always some activity at an event. The purpose and goals of your event will shape the decisions about entertainment choices, meaningful diversions, and recreational options you offer at the event. These should be selected and scheduled to create a progressive experience with a strong opening, intriguing activities paced to provide amusement and enrichment, and an exciting, memorable finale.

## 6) Amenities

An event is ephemeral. Once it is over, all that is left are the memories. Amenities are the details incorporated into an event to provide the tangible expressions that extend the legacy of those memories and offer walk-away value. These are the fine points and keepsakes that show you care about the guest's comfort and the guest's experience—before, during, and after the event.

Each layer or dimension offers endless possibilities for crafting the perfect event experience, and each brings an array of applications and implications that must be integrated into a seamless production plan.

A simple reminder of what any and every special event includes may be summed up like this:

*Something to do  
Something to see  
Something to eat and drink  
Somewhere to pee.*



### **Theme**

One important aspect of event planning is choosing a theme for your event or gathering. It's wise to have a theme that all guests can easily adapt to. Having to go out and purchase a new outfit or rent an elaborate costume is a burden for some people, and attending an event should be something that people look forward to. A theme needs to be purposeful and meaningful and should showcase The University of Toledo. A theme gives direction and focus and relays a message to the audience. The event theme should be in-line with the committee's goals.

### **Dress Code**

**Black Tie**: means formal. Men wear tuxedos, women wear cocktail, long dresses, or dressy evening separates.

**White Tie**: means ultra formal. Men wear full dress, with white tie, vest, shirt and cummerbund.

**Formal**: Usually means the same as the Black Tie, but in some trendier cities like New York or Los Angeles, it could mean a black shirt, no tie with a tux. Women wear cocktail, long dresses or dressy evening separates.

**Ultra-Formal**: means White Tie. Men wear full dress, with white tie, vest, shirt, and cummerbund. Women wear long gowns.

Black Tie Optional: means you have the option of wearing a tuxedo, but it should clue you into the informality of the event, meaning a dark suit and tie would be your other option. Women wear cocktail, long dresses, or dressy evening separates.

Creative Black Tie: leaves room for trendy interpretations of formal wear. He can go more modern with a tux—maybe dark shirt, not a tie. She wears long or short dress, or evening separates (maybe a long lace or sequined skirt with a sleek cashmere sweater).

Semi-Formal: is the trickiest of all dress codes. Usually it means that tuxes are not required, nor are long dresses. An evening event (after 6pm) would still dictate dark suits for him and a cocktail dress for her. Daytime semi-formal means a suit for him and an appropriate short dress or dressy suit for her.

Cocktail Attire: means short, elegant dress for her and dark suits for him.

Dressy Casual: means no jeans or shorts; similar to Business Casual, but a tad dressier

Business Casual:

Women: capris/long shorts are acceptable as casual dress and regular dress if they are "tailored" and of a dress pant material (usually not denim or heavy cotton) or a tennis shirt and trousers

Men: a combination of collared shirt (such as a dress shirt), cotton trousers (such as khakis), or tennis shirt with a belt, and shoes (such as loafers) with socks is generally acceptable

Casual: generally anything goes

Informal: can mean the same as Casual, however, when associated with a special event, some form of decorum and good taste should prevail. A dress for her and a nice pair of slacks and shirt for him are informal, but respectful for the event.

## **Audience**

When planning an event, keep in mind the type of audience that you have or would like to attract. You should be clear on who is invited to your event and to include that information on any promotional materials. You should also be careful to consider what services may be necessary to enable everyone to participate. If the public is invited, ensure that your space is handicapped accessible.



- How many people should be invited?
- What individuals or groups should be on the guest list?
- Is it important for the president to be there?
- Should you arrange for reserved parking or request suspension of ticketing?
- Special circumstances or needs because of the ages of the audience?

### **Anticipated Attendance**

Invitations and news releases should require participants to RSVP. As a general rule, an RSVP deadline should be set at least one week prior to the event to allow for last minute adjustments. Requiring reservations for an event is the best way to determine the size of your audience. It is important to be realistic about your anticipated attendance. More people may increase revenues, but they also often increase costs. An event with 25 people sitting in a room that holds 300 can lead to the feeling that your event is not successful or can disappoint invited speakers; it may be better to run the risk that a few people won't get into the event.

A good rule of thumb for deciding how many invitations to send out to reach your attendance goal is the one in ten rule. According to a national study, for every ten invitations you send, you'll likely get one reply. So for every 100 invitations you send, expect at least ten guests.

### **Guest Flow**

Good traffic control—or lack of it—can make or break a special event. There is a definite science about traffic control and it is all about essentially manipulating your guests to go where you want them to go. When the guests arrive, act like they are checking into a resort and let them know where everything is—don't just say "hello." If you provide them with the information upfront, it is going to increase the chances of your guests to go where you would like.

#### **Tips:**

- Food and drink always draw guests. Put an open bar or serve appetizers near exhibitors or the main attraction.
- Remind your guests throughout the night of the places you want them to go. "Don't forget to stop by and see the art pieces created by the students of the University of Toledo!" This can be done formally, by having a speaker announce it, or informally by simply walking around to the tables. The biggest factor is to start engaging your guests in the beginning and keep engaging them throughout the event.

## **Budget**

Prior to outlining the event budget, ask if a similar event has been held previously. If a comparable event has already taken place, there will be an incremental budget which can be expanded upon and/or have necessary changes made that pertains to the new event. This means less time spent on making a budget, and more time spent on creating a successful event.

If the event will be constructed from zero-based budgeting (a first-time event), begin by creating a written estimate of all anticipated costs before you get too far into the planning process. Be sure to include all fixed (constant), variable (per-person basis), indirect (administrative) and miscellaneous or unpredictable expenses. Include costs for room and equipment rentals, printed materials, postage costs, food and beverage expenses, signs and decorations, flowers, honorarium for speakers, fees for entertainers and musicians, video or slide show costs, security, photography, transportation and travel costs for speakers, cost of translators, and other expenses that may occur. Analyze each of these possible budget items, and list expenses that may occur for each. Compare revenues verses expenses. Share this information with those responsible for signing off on expenses, as well as those who will purchase the items. Nothing spoils the enthusiasm of a successful event more than learning too late that adjustments in your total budget allocation must be made. Always keep in mind that the budget is just an outline. Attempt to stay within your budget, but remember that situations may arise which require the expansion of the budget.

## **Admission Charge**

Deciding whether or not to charge admission depends on your event. Charging a fee is one way to secure partial underwriting. If your goal is to provide community service, consider free admission.

## **Date Considerations**

When choosing a date for a special event, the following should be considered:

1. Religious holidays
2. Cultural perspectives
3. Athletic schedules
4. Other campus events
5. Other local events
6. Weather (<http://www.almanac.com/weather/>)
7. VIP availability



Availability of space and services will often impact your ability to plan the successful event you would like.

You might want to start by checking the Toledo Community Calendar at the Greater Toledo Convention and Visitors Bureau website at [www.dotoledo.org](http://www.dotoledo.org)

Then, try consulting The University of Toledo's web calendar <http://calendar.utoledo.edu/MasterCalendar.aspx> which will include all events that have been scheduled at the University.

Remember:

- ✓ Classes meet on Monday through Thursday evenings. Avoid these days for events that include a student audience.
- ✓ Scheduling events over campus breaks are generally more costly, since students are not readily available to assist with event tasks. This generally requires higher-priced staff labor to fulfill event requests.
- ✓ It is generally more difficult to find open dates later in the semester. Spring semester is generally more heavily loaded with events than is fall semester.

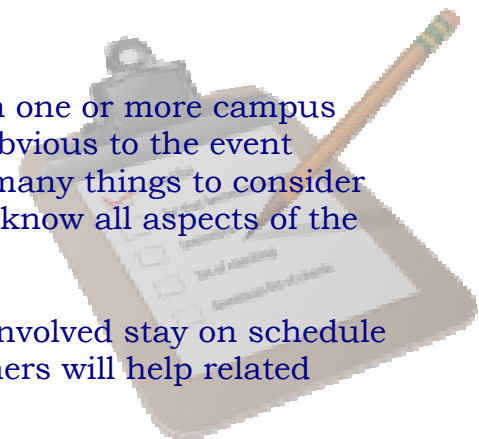
Time Considerations-

- **Building Hours:** Please keep in mind that not all buildings are always open. While it may be possible to arrange to have a building opened, there may be additional costs or security concerns.
- **Set-up and clean-up:** Be sure to reserve the time required by Catering, Media Services and others to set-up and clean-up before and after your event.
- Consider how to dovetail your event with others already scheduled to create event synergy with similar audiences.
- Ensure that your event does not directly conflict with a class time that would engage the same audience as your event.
- Ensure that your event does not directly conflict with another event targeting the same audience, so all events have the best opportunity for success.
- Consider the implications the time of your event has on the event type. For example, for events that begin during the dinner hour, the audience would likely expect some type of food to be served.

### **Timeline and Checksheets**

Event planning often requires coordination with one or more campus departments. Sometimes this coordination is obvious to the event planner and sometimes it is not. There are so many things to consider that it is often difficult for one event planner to know all aspects of the campus that might be affected by their event.

For a large event, a timeline will help everyone involved stay on schedule prior to the event. Sharing the timeline with others will help related



departments know the work load of the program director and staff. Include in this timeline all activities to be completed by a certain date including: mailing of invitations; ordering of items needed; selection of menu; printing of brochures and programs; and so on. Construct another timeline for the day of the event including: arrival of guests; time points for moving guests from one location to another; times for programs to begin and conclude; as well as any elements in between. The event agenda should always be shared with administrators participating in the occasion.

The checklist is a necessary part of managing special events. It can save time as well as helping ensure all details have been arranged for a successful event. A checklist should include such items as room setups, audio/visual needs, menu selection, parking arrangements, invitations, programs, entertainment, and telephone numbers for members of the committee, and the budget information. To avoid misunderstanding, share the information that you have documented with all others involved in the preparation of the event.

### **Follow Up**

Immediately following the completion of the event, be sure you reward those people involved with its execution (especially the members of the committee). Expressing your sincere gratitude, orally, and in writing, will make others feel good about being a member of your team.

Submit all invoices to the staff member responsible for paying the bills. If bills are coming directly to you, verify the charges immediately and pay promptly. Check the arrangements ordered from vendors to be sure they state the final number guaranteed and that any other changes to the original order are noted. Keep copies of all receipts and invoices for your records and prepare a financial statement for the record and for future reference.

Make it a point to solicit formal and informal evaluations from your guests, your committee members, and others. In order to evaluate objectively, ask the guests to suggest ways to improve your program. Analyze the weak points of the event to determine what improvements can be made for next time. Document steps necessary to prevent a repeat of problem areas at future events. Through systematic evaluation, you will be able to strive for perfection, plan events which meet your goals, and showcase the excellence of the University in ways that will respond beyond the event itself.





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### III.

# University Policies, Procedures and Protocol



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## University Policies, Procedures and Protocol

### **Graphic Standards**

All printed materials from the University of Toledo must comply with established graphic standards.

Please review this website: <http://www.utoledo.edu/utcommcenter/>

### **Parking/Valet Parking**

Plans for guest parking should be considered early in the planning of an event. Availability of adequate parking may help you determine where to hold the event. Some parts of the University offer few options and it may be necessary to move the event or to arrange for golf cart services or some kind of shuttle from the parking area to the event location. Contact Century Equipment (419.865.7400) for four passenger carts. Contact Welch's Golf Carts (419.874.4985) for six passenger golf carts.



Timing may also be a factor. By starting an event at 5:30 PM instead of 5:00, you make it possible for your off-campus students without parking passes to park in a main campus lot without the hassle of securing guest passes. Parking enforcement does not charge for "No Permit" between 5 p.m. Friday and 7 a.m. Monday, or when classes are not in session (winter break, spring break, and University holidays).

Need parking permits for guests? See parking services on The University of Toledo's website for more information <http://parking.utoledo.edu/>. The information booth (near the north entrance to campus at the foot of the east parking garage) is open M-F until 7:00 p.m. One-day permits are available after hours at the campus police station in the Transportation Center (on the Dorr Street bus loop). Valid identification is required to obtain a temporary permit at all locations.

### **Valet Parking-**

Several private vendors offer valet services. Be sure that the company you employ has insurance to meet University requirements. You will be asked to estimate the number of cars to be handled so that they can provide an adequate number of car parkers. The timing of the event will also be important: will everyone arrive and depart at about the same time or will they come and go more gradually? Please see the directory for a recommended valet service.

Do not use students or any other volunteer helpers for parking cars at a University event. In case of damage or loss of a vehicle, you do not want

to be without insurance coverage! For insurance information, please contact the Office of Environmental Health and Safety at 419.530.3600.

### **University of Toledo Police Department**

Hiring police: When you have an event that requires “day before” set-up, you may need staff/officers to watch over the rentals, equipment, etc. overnight. You may hire the campus police to do this. Contact them at the Parking and Event Management Bureau (419.530.4112).

The Parking and Event Management Bureau is responsible for coordinating security, crowd and traffic control, and parking, for all on-campus special events, including concerts, dances, and sporting events. Supervised by a Lieutenant, the office includes a Parking and Event Manager.

### **Billing Procedures**

Some general hints: remember always to keep original receipts. When submitting for payment, you must indicate the number of the account from which the funds are to be paid.

### **Purchase of Tickets, Tables, and Sponsorship**

The University of Toledo receives hundreds of requests each year to provide auction items, purchase tickets to fundraisers, and participate in major sponsorships to a wide spectrum of nonprofits in Northwest Ohio. These requests range from souvenir items to thousands of dollars.

The University of Toledo is a nonprofit organization. As such, we are limited in the size and number of sponsorships and event oriented funds that we can contribute. The determination to sponsor or not to sponsor, and at what level, is often a case-by-case situation.

The Office of Special Events maintains a database on what requests come in, which ones the President and Institutional Advancement support, and at what level, and those we send regrets to. This database is independent of the many requests that undoubtedly come in across campus. Contact the Office of Special Events with any questions regarding sponsorships and table purchases supported by the President and Institutional Advancement.

### **Protocol Issues/Etiquette**

#### **Invitations-**

When creating an invitation, keep in mind that invitations come from people, not entities. It is incorrect to say, “The University of Toledo requests the pleasure of your company.” It is correct to say, “The Board

of Trustees of The University of Toledo requests the pleasure of your company...” because the board is made up of people.

When creating an invitation that is from a committee and the members are all at an equal social or business rank, alphabetically list the members. Exclude honorifics except persons with an official rank. If possible, you may list the names in two or three columns if need be.

If the invitation is from the President of the University and his spouse, say: *Dr. and Mrs. John A. Smith*

When both invitees are Ph.Ds, or M.D.s, say:  
*Dr. John A. Smith and Dr. Jane B. Smith*

When creating an informal invitation or when time is an issue when waiting for replies to be turned by mail, simply write R.S.V.P. and a phone number. It is not recommended to use the phrase “regrets only;” people tend to disregard it. Also, please resist the temptation to put a cutoff date under the R.S.V.P section. Doing this is not correct, and there is little verification to show it works.

#### *Save-the-Date Cards*

When planning an extremely important University function where the “right” people must attend, require the invitees to be notified far in advance. Save-the-date cards are usually sent six months to a year in advance and will help get the event on the important people’s calendars.

#### Forms of Address

*President- -*

*Addressing an envelope:*

Dr. John A. Smith  
President  
The University of Toledo  
Mail Stop

*On an invitation:* Dr. John A. Smith or President Smith

*Place card:* President Smith or Dr. Smith

*Introduction:* President Smith or Dr. Smith

*Conversation:* President Smith or Dr. Smith

Provost- -

*Addressing an envelope:*

Dr. (or Mr. or Ms.) Richard A. Jones

Title

The University of Toledo

Mail Stop

*Place card:* Dr. Jones

*Introduction:* Dr. Jones, University Provost, or Mr. Jones, Vice President for Development

*Conversation:* Dr., Mr., or Ms. As appropriate

### Name Badges

Technically, during a business setting like a luncheon, convention, or large meeting it is appropriate to use name badges. It is not proper to ask guests to wear a name tag during events that take place in a private club or home or at a black tie affair.

Name badges should always be professionally prepared. It is not proper to give the guests a stick-on name tag and a marker. When preparing the name tags, make sure the lettering can be read from about three feet.

### Seating

The number-one rule is that the guest of honor should be given a special place to be seated. If you plan to use contemporary etiquette, which is based on a person's status or rank, not gender, the guest should be seated on the right-hand side of the host. At each table there should be a designated host and this person can be a faculty member, administrator, or student ambassador.

The dais is one of the most often misused and misunderstood aspects of special event etiquette. The term, "dais" actually means "throne of honor." The dais is reserved for the guest of honor only. An exception is of the spouse of the main speaker, the spouses of the other dais guests are seated elsewhere. When planning your event, do not feel obligated to offer a complimentary meal to dais guests, but it is perfectly acceptable to ask the dais guests to pay for the tickets, mainly at a fund-raiser.

### People with Disabilities

When choosing a venue for your event, first check access to the venue. These should all be wheelchair accessible: walks, curbs, ramps, entrances, corridors, elevators, drinking fountains, restrooms, and public

telephones. Inform event and wait staff how to interact with people with disabilities. See *Accommodate Guests with Special Needs*.



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# IV. Facilities

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## Facilities

### Venue

The type and purpose of an event will be the determining factors regarding the selection of facility. For instance, a dinner dance for young alumni will require a different type of venue than a formal meeting for retirees which will feature a speaker. In addition, the following should be considered:



- Location- do you want to be on or off campus...close to easy parking...walking distance from a particular location?
- Size- how large a room needed will be determined by the number of people expected to attend as well as such things as the need for a band or a dance floor.
- Set up- do you need theater style, classroom style, banquet style?
- Amenities- does the facility provide chairs, tables, linens, centerpieces, etc. If not, you will need to plan for rentals and additional cost. See directory.
- Cost- check the contract regarding basic rental fee...cost per person...hidden costs...and when payment will be due.
- Versatility- does the facility have the capacity to offer a choice of indoor/outdoor set up; can the room be altered to accommodate a smaller crowd, depending on response.
- Catering/Alcohol- you must use Aramark or Gladieux catering services. Check on the logistics (or rules) regarding serving alcohol. See *Alcohol Permits*.
- Parking- is it sufficient and accessible?
- Audio-visual equipment- is it provided for a fee; do you need to rent your own?
- Nearby hotels- you should have a list of these if you expect out of town guests.



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V.  
**Equipment Needs  
and Considerations**

## Equipment Needs and Considerations

### **Tables, chairs, etc.**

#### *Tables and chairs – rented –*

The Office of Special Events usually orders from Meredith Party Rentals but tables and chairs can be rented from Toledo Tent as well. It is recommended that the tables and chairs be rented from Toledo Tent if it is an outdoor event with a tent...no sense in getting the rentals from two different places. They will ask for your mail/billing information and send an invoice after the event has taken place.

#### *Tables and chairs from Main Campus –*

Most places don't have a lot of chairs and tables to lend out. If an event is taking place in the Student Union, Tom Trimble will handle getting them set-up for your event. If an event is done in the Driscoll Center you are limited to what is in the building and you have to move the furniture by yourself.

#### *Tables and chairs from Health Science Campus –*

Most rooms are reserved through Annette Johnson 419.383.4358 and she can arrange to get tables and chairs needed for an event.

### **Audio/Visual**

If you need A/V equipment at your event on the main campus, call Tom Trimble (419.530.2656) and let him know what types of equipment you need and when it will be returned. If the event is in a classroom, most of the rooms have A/V equipment installed. If the event is in the Student Union they have equipment to lend out for that building, and, again, Tom Trimble handles that.

AV in the Driscoll Center is handled through John Jenson ([john.jensen@utoledo.edu](mailto:john.jensen@utoledo.edu)) and he also needs to know what you require, when you need it and when it will be returned.

On the Health Science Campus you contact Rick Gottfried at 419-383-4278 let him know what equipment you need, when you need it and when you are done. He will set up and tear down your equipment for you. With an outdoor event, speakers and volume can be a problem. If possible, check it out before your event to verify the sound level. Remember noises from outside affect sound and need to be considered. For an outdoor event contact Chris Buck [chris.buck@utoledo.edu](mailto:chris.buck@utoledo.edu).

### **Decorating**

Decorate to fit the theme. Appropriate decorations can set the tone for the event. Be creative in your decorations and don't forget table

decorations. Balloons are festive, flowers, confetti and even crepe paper will help make your event a success.

For balloons, Rocket Copy is an option. Rocket Copy offers a wide variety of holiday and special occasion balloons and other novelty items (419.530.4606). For balloon releases at outside events, use the Eco-friendly balloons that are supplied at Rocket Copy. Rocket Copy is located on the second floor of the Student Union, Room 2525 across from the South Lounge.

### **Flags and Podiums**

#### Flags- UT, OH and US

The UT, OH and US flags may be used for “official” University events. The US and OH flags are stored in Plant Operations and the UT flag is in Marketing and Communications (contact Laurie Flowers 419.530.2002). Submit a move request via

<http://www.utoledo.edu/facilities/moving/index.html>.

Include date needed, where to be delivered and when to reverse move. If the President’s podium is to be moved, it can be submitted on the same move request.



#### Flag protocol-

Some countries have added certain protocols into their law system while others prefer to have "guidelines" without civil or criminal consequences attached. General guidelines are accepted practically universally.

Much of the flag protocol is derived from common sense. That is, using it as a table cover or wrapping paper are inappropriate uses. It should be treated with respect. Many countries consider signing a flag disrespectful; adding a border would be more appropriate. Pinning or sewing items to a flag would also be ill advised.

#### *On a mast or pole*

The flag of honor, that is the nation's flag in most cases, is flown on the center mast if possible. It is also correct to fly the flag on its own right. To an observer it would be on the far left. If more than three flags are used, the proper position is as far left from the point of view of an observer. An additional flag may be placed on the right side, but is not necessary.

When two poles are crossed, the position of honor is the flag that ends on the left side from the point of view of an observer (the pole will therefore end on the right).

In a semicircle, the position of honor is the center. If a full circle is used outside an entrance to an arena or stadium, the position of honor is directly opposite the entrance. If used to line the walls of the arena, the flag should be placed directly opposite the entrance.

### *Hanging*

When flown horizontally, as from a flag pole, the flag should be oriented so that the canton (any quarter of a flag, but commonly means the upper hoist (left) quarter, such as the field of stars in the flag of the United States or the Union Flag in the Australian Flag.) is closest to the top of the pole. If hung against a wall, the canton should be placed in the upper-left corner from the point of view of the observer.

When hung vertically, flags should be rotated so the canton is again closest to the top of the pole. If the flag is displayed against a wall, the canton should again appear in the upper-left corner, which incidentally requires that the flag be both rotated and 'flipped' from its horizontal orientation.

### *Other places*

On a vehicle the flag should be affixed securely to the front right of the chassis.

When placed with a podium or at a place of worship the flag should hang directly behind or on a pole to the right of the speaker, from the point of view of the flag.

When carried in single file the flag of honor leads.

### *Multiple Flags*

When flags of many nations are flown the flag of the hosting country should be placed on the left with the rest following in alphabetical order in the language of the host country.

### Podium-President's (Traveling)

Contact Jeannie Coates (419.530.5517) regarding availability of the President's traveling podium. If available, submit a move request via <http://www.utoledo.edu/facilities/moving/index/html>. Include date needed, where to be delivered and when to reverse move. If flags are to be moved, the request can be submitted on the same move request.

### **Signage-** banners, posters, flyers

If inside the facility, signs and banners can be part of the decorations. You may need directional signs if exact location is unclear. Parking may

not be close and your guests may have to walk a short distance. Signs with arrows speak a thousand words. You may need signs to let guests know where food and drinks are located.

Rocket Copy provides posters that are 23" wide by whatever length you need. Just bring them your original 8½ X 11 artwork. Visit them for color choices and lamination. If you need to advertise your upcoming event, Rocket Copy will guide you through the process. Please note that all flyers must be approved and stamped by either Student Involvement or Marketing and Communications.

### **Platforms/Stages**

Contact Seaway Scaffold at 419.535.0777 for rental of platforms or stages for your event.

### **Tents**

One tent can serve two very different purposes. Considering the unpredictable weather of Ohio, it provides shade to help protect your guests from the heat, shelter from the rain, and warmth from the cold. It also adds to the festive look you may be trying to achieve. Sizes vary so there can be large tents for tables and smaller tents for the food service. Sidewalls for the tents are an option but can also add to the cost of the tents. To rent a tent, contact Toledo Tent Co. at 419.693.1383 or Meredith Party Rentals at 419.531.9977.

The use of tents on University property requires that the sponsor, planner or host for the activity erect them in accordance with procedures to assure compliance with state law and minimize risks associated with use of these structures.

All tents require approval in advance by head of the affected and or sponsoring academic or business unit and an approved University Tent Permit from Athletics or Student Life. The application form must be submitted 21 days in advance of set up and may be found online at: <http://www.safety.utoledo.edu/forms.asp>.

It is not appropriate to place a tent on campus without specific consideration of the location. Particularly in view of underground utilities certain areas of the campus have been mapped as more or less appropriate for tent set up. Maps with acceptable tent locations are available at Facilities Planning, Athletics, Grounds, UT Police, Risk Management or the Student Union.

In addition to the University tent permit **any tent measuring greater than 120 square feet (10 X 12) in area requires an advance permit from the State of Ohio Department of Commerce. By contrast, a canopy is a tent that has at least 75% of the perimeter open without**

**sidewalls or drops. A canopy requires an advance permit if it exceeds 400 square feet (20 X 20) and if open on all sides only if it exceeds 700 square feet (23 X 30).** There is a permit fee per event irrespective of the number of tents. If a tent is planned in conjunction with other tent events on campus (ex: football games) it can be combined into one permit. This would require coordination with Athletics or Student Life and is also important to ensure no space conflicts develop. If a tent is planned for an unrelated event permit assistance is available from Athletics, Student Life, or Risk Management.

Advance planning is strongly encouraged as permits are not available from the State of Ohio on an expedited basis. Tents requiring permits will frequently have to be erected in advance of the event so as to be available for weekday inspection **by a State of Ohio representative**. Please visit [http://com.state.oh.us/dic/Documents/bdcc\\_DIC3019-CertificateofOCCUPANCY\\_000.pdf](http://com.state.oh.us/dic/Documents/bdcc_DIC3019-CertificateofOCCUPANCY_000.pdf) for the Application for Inspection Not Requiring Sealed Plans. A Sunday event will require the tent in place no later than the previous Friday morning.

Only tents from the two approved vendors for the University are to be used (Toledo Tent or Meredith Rentals). These vendors can supply the additional equipment requirements listed below and are also familiar with the campus tent maps. No personal owned or loaned tents from non-approved sources are permitted. Tents must be supplied with portable fire extinguishers, exit and no smoking signs. Tents must have a flame resistance certificate and must be 20 feet apart and similarly separated from other structures, parked vehicles and outdoor cooking equipment. Cooking tents require special fire extinguishers and the vendor providing food services must be required to provide them.

Please remember all tents require approval before set up. Tents over 120 square feet additionally require a state permit and the auxiliary equipment described. A tent erected without the appropriate permit(s) is subject to immediate impoundment by the University and the tent sponsor subject to assessment of labor changes for removal.

### **Electricity & Water**

If needed, make sure electricity and water are close enough to your event. There is nothing worse than having a great location and finding out at the last minute that you don't have the necessary electricity and/or water available. Check with Plant Operations or Grounds. A plug doesn't necessarily dictate that amps necessary are available for your sound system. Extension cords can be a solution but aren't always the answer depending on the distance. To rent a generator for an on campus event, contact Plant Operations at 419.530.1449. To rent a generator for an off campus event, contact Meredith Party Rentals at 419.531.9977.

## **Grounds Construction**

Always make sure the lawn and foliage has been manicured prior to your outdoor event. There is an abundance of ground keeping needs on campus so don't wait until three days before the event to contact Grounds, Doug Collins at 419.530.1018.

## **Miscellaneous**

### Trash-

Supply enough trash cans to be strategically placed and easily seen. You'll need extra bags to replace those thrown out. Also, in today's environmentally conscious society, have recycle containers next to trash containers to accommodate aluminum and glass. Contact Grounds for the supply of trash cans, plus the service to empty the cans.

### Supplies-

Also, do you need water stations, portable restrooms, change (cash), permits, two-way radios, markers, table cloths, napkins, plates, forks, knives, staple gun, tape, extension cords, surge protectors, generators, etc.?



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# VI. Press Relations and Community Relations

## Press Relations and Community Relations

### **Invitations: designing, printing, and mailing**

Before you design your invitations, consider the following:

- What image do you want to project? Sophisticated, formal, fun, etc.?
- RSVP by phone, email or by reply card? What is a realistic deadline for responding?
- Are there menu options for guests?

UT has campus resources for designing, printing, and mailing your invitations. Using these resources helps you cut corners that might otherwise delay your project (i.e. logo approval)

1. Designing: Marketing and Communications (419.530.2002)
2. Printing: Marketing and Communications will assist you in determining whether the project can be printed on campus or off campus.
3. Mailing: Mail Services- 419.530.3877  
[http://www.businessservices.utoledo.edu/MailServicesGuide9\\_08.pdf](http://www.businessservices.utoledo.edu/MailServicesGuide9_08.pdf)

### **Mail Services**

Mail Services provides daily pickup and delivery of United States, international and interoffice University-related mail to campus buildings. Delivery times may vary at times; call 419.530.3877 for a current schedule. Also, this is the link for the Mail Services Guide:  
[http://www.businessservices.utoledo.edu/MailServicesGuide9\\_08.pdf](http://www.businessservices.utoledo.edu/MailServicesGuide9_08.pdf)

In addition to mail delivery, Mail Services maintains the University's postage account with the United States Postal Service. They apply postage to First-class and special services mail (certified, express, and insured). They address, insert, sort, complete appropriate postal forms and deliver to the post office bulk (Standard) mail.

Mail Services staff will answer your questions about postal regulations. The customer service representative can assist in planning your mailing projects. Assistance is available for the following:

- Address database design and exporting address records
- Design of mail portion of direct mail piece
- Coordinating mail projects
- Cost and time estimates
- Expediting mail projects



Mail Services is located on the Main campus in the Westwood Research Annex (at the corner of Westwood and Oakwood Streets)

### **Press Relations**

Before contacting Marketing and Communications, consider the following:

- I. What message do you want to send?
- II. Which media is appropriate for your event?
  - a. Television
  - b. Radio
  - c. Print (newspaper): Consider deadlines. National or regional?
  - d. Misc: Corporate newsletters, neighborhood association newsletters
- III. Media Relations Basics (events open to the public)
  - a. Information for all your media relations material
    - i. Event name, date, hours, and location
    - ii. Cost, ticket availability
    - iii. Number of years event has taken place
    - iv. Information on producing organization
    - v. Planned activities and services
    - vi. Schedule and site map
    - vii. Sponsor mention
    - viii. If proceeds go to benefit scholarship fund, lecture series, etc.
    - ix. Who serves on your committee?
- IV. Press Conference-Marketing and Communications will assist you with the Press Conference
  - a. Sign-in table for distribution materials
  - b. Lighting for video cameras
  - c. Hook-up for audio feed and a “press box”

### **Advertising/Publicity**

If you plan to advertise your event and distribute posters or flyers promoting your event, consider your distribution. Also, Marketing and Communication can assist you with your advertising and publicity. Here are some ideas to promote your event:

- ✓ On-campus: Kiosks, Department display cases, email blasts, The Independent Collegian, etc.
- ✓ Off-campus:
  - Libraries, Senior Centers, Retirement Communities, Hotel Concierges, Community Centers, Neighborhood Associations

## **Sponsors**

Make sure you mention your sponsor as often as necessary, as determined by sponsorship agreements. In all your promotions and production efforts, you should include sponsor logos in programs, posters, invitations, flyers, ads, etc. At the event, you can display sponsor banners as well as make public announcements thanking your sponsors for their contribution to the event. If it is appropriate, you can allow your sponsor an opportunity to speak and perhaps represent them with a token of appreciation. Make sure to follow up with a thank you letter.



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**VII.**  
**Food**  
**Service / Catering**  
**Available**



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## Food Service/Catering Available

### **Selection of a Caterer**

Events that take place in Tents, Savage Arena, or the Glass Bowl Press Tower must use Gladieux Catering. All other locations on campus must use Aramark Catering.

*Gladieux Catering:* Scott Fuernstein, 419.725.4393

*Aramark Catering:* Sarah Anne Wright, 419.552.7656

Catering Coordinator, 419.530.2670 or 419.530.8488

### **Alcohol**

**Alcohol Permits:** Alcohol permits must be obtained when serving alcohol at University events. Gladieux and Aramark catering have alcohol permits for most locations on campus. If they do not have a liquor license for the location of your event, you may be allowed to serve alcohol if the event is by invitation only, does not have an admission charge, held within a well confined space, with guests and it is an open bar.

### **Menu, Food Preferences**

Selection of the menu is one of the hardest parts of planning. You must consider the tastes of your guests, many of whom you may not know at all!

Some thoughts to keep in mind:

- Men are usually hungrier than women- a salad luncheon may need the addition of a soup or other item if men are present.
- Many people today avoid foods with high fat content- be sure to include on the buffet enough foods that are low in fat, i.e. contain no mayonnaise, are not fried, etc., so that the dieters and health conscious will find enough to eat.
- Be politically correct- or at least consider the PC point of view- when selecting foods. Many do not eat veal, pork, or lamb.
- Be aware that certain religions impose dietary restrictions. Be careful if you plan to serve pork or shellfish.
- Restaurants and caterers can usually provide a last minute substitute but it's best to discuss it in advance to be safe.
- Double entrees for dinners are a way to side-step some of these problems, but add to the expense and may give an impression of wastefulness.



- The location of the event may determine what is possible in terms of menu. Can they keep the food warm? Can it be prepared in a timely way for the size of the group? Don't insist on things that the chef is reluctant to try- you want the meal to turn out well.
- Most important of all is to know your group and their preferences. Keep a record if you will entertain the same people again. It is helpful to know in advance who is a vegetarian, allergic to fish, etc.

### **Cost**

As you plan a menu and negotiate cost, be sure to ask for details on all pricing: Are the tax and service fee included? Are beverages included? Will the price per person change if the estimate number of guests falls below a certain point? Be conservative in your early estimates of the group size-it is easier to increase than it is to decrease.

Ask about additional charges, such as a fee for use of the room. Often there will be a fee for a bartender if the amount of the money spent on drinks falls below a certain point. These facts may influence your selection of the place for the event.





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## VIII.

# Additional Considerations



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## Additional Considerations

### **Event Catastrophes/ “Plan B”**

BE PREPARED FOR LAST MINUTE MIX-UPS. A well-planned special event is not flawless but is flexible so that the unpredictable variables are manageable. Something will always occur at the last minute that you need to be prepared to handle. If you aren't prepared, they can turn into catastrophes. Some examples:

- If your event is outdoors, plan an indoor site in case of inclement weather.
- If you are expecting “day of” deliveries; make sure to schedule early deliveries to avoid mix-ups in directions and possible orders.
- If you expect “more than enough volunteers;” plan on slightly fewer than anticipated to show up. They are volunteers and sometimes forget.
- If you have entertainment, plan on a back up- illness can cause havoc.

Day of the Event- Have all instructions, directions, phone numbers, for key people as well as vendors, keys, extra parking permits, seating charts, guest lists, and any other item that you have used for your event. Don't try to do it all yourself. Have another person assist you – especially as the event gets closer.

Detailed planning helps avoid or avert many catastrophes. Be prepared and don't let the situation get the best of you!

### **Volunteers/Staff**

As previously mentioned, one person cannot do it all. Volunteers/Staff should have a clear understanding of the purpose of the event and how their respective roles contribute to the goals established. One step in planning a special event is to determine the number of volunteers/staff needed to ensure efficiency as well as safety. If it is a new event, it may be wise to schedule more volunteers/staff than required. The volunteers will perform better if they are given ownership and credit for specific aspects of the event.

When asking volunteers to serve as hosts for an event, do all you can to help them be their best. They are, after all, representing you. Here are some ideas to consider:

- Give them distinct name badges
- Provide a corsage or boutonniere to distinguish and honor them.
- If they are serving as greeters, and are unfamiliar with guests, have staff assist with introductions.

- Recognize the hosts in your printed program and/or as introductions are being made during the program.
- Be sure your hosts know enough about the event's proceedings to answer guests' questions.
- Inform hosts of any special messages or instructions they are to share with guests (e.g. seating arrangements, coat check, etc.).
- After the event, remember to thank your hosts in person and with a personal follow-up note.

### *Student Ambassadors*

Student Ambassadors primarily assist with special events hosted by the President. In addition, Ambassadors are asked to assist the various colleges and departments with events. These students are often called upon to help with a wide array of activities, including commencement ceremonies, theatre performances, receptions, and fund-raisers. Please contact Cecilia Rivera at 419.530.5474 or visit the Student Ambassador website:[http://www.utoledo.edu/offices/special\\_events/ambassador/ambassador.html](http://www.utoledo.edu/offices/special_events/ambassador/ambassador.html).

### **Scripting**

If you have an emcee for your event, it will be helpful for the person to have a script to use as a guide. It will help keep things moving smoothly and on track. Even if you don't have an emcee, having a timeline available to key players will keep everything moving.

### **Entertainment**

After determining what the theme of your event is, don't forget entertainment. This doesn't necessarily only mean music. Though background music is great; feel free to break out of the norm. A comedian, a hypnotist, Mariachi (music- but a different twist), a carnival atmosphere, the ideas are endless. Go through the phone book, it might trigger a great idea. Please see the resource directory in the appendix for potential entertainment for your event.

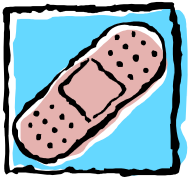
### **Transportation**

If your guests will be parking on campus, consider including a map of campus marking the area in which they should park. Driving around campus can be very frustrating and this can alleviate many problems and confused people.

## **Photographer**

The University of Toledo has full-time staff photographers available. There are some guidelines and costs associated with their services. Call Laurie Flowers at 419.530.2002. Photographs are a great way to promote the event for the following year not to mention a lot of fun to look back on.

## **First Aid**



Have a first aid plan on hand and make sure your volunteers know what it is, whether it is a first aid station or a box under the table. Keep a first aid box handy and filled with items such as bandages, antiseptic spray, latex gloves, gauze and tape, mask for CPR, etc. You can't be over prepared!

## **Accommodate Guests with Special Needs**

Making people with special needs feel welcome as volunteers and guests at your special event is important to your event's success. Here are a few steps you can take to show your appreciation for their support of the University of Toledo:

1. **Ask them for ideas.** Identify types of special needs persons may have, such as the need to use wheelchairs or walkers, a sign-language interpreter or publications in large-print format. Contact persons you know who possess some of these needs and are likely to attend an upcoming event or who have attended your events in the past. Ask them for their suggestions on layout, audio and visual arrangements and other steps you can take to enhance their enjoyment and make them feel welcome and comfortable.
2. **Leave a space on response cards.** Add a line on the RSVP card asking: "Will you or a guest need a wheelchair seating or other special assistance? If so, please describe." Include space to explain the special need and for them to write their phone numbers so you can follow up to prepare for their arrival.
3. **Set up express line for food and drinks.** Take a tip from airlines that allow people with small children or special needs to board early. Give those who need extra room to order drinks or navigate buffet lines first chance. Or assign persons to serve as wait staff, bringing them food and drink as needed.
4. **Keep menu in mind.** The veteran with a prosthetic arm and grandmother with arthritis may be anticipating the filet and crab legs, but prefer they be served sliced and shelled.

## **Signers/Interpreters**

For events that showcase a speaker, you should secure a sign language interpreter for the benefit of guests with hearing disabilities. Fill out the

request form from the Office of Accessibility, or call 419.530.4981  
[http://www.utoledo.edu/studentaffairs/accessibility/interpreter\\_form/form.html](http://www.utoledo.edu/studentaffairs/accessibility/interpreter_form/form.html)

### **Benefit Auctioneer**

Your auctioneer can make the difference between a mediocre and amazing live auction.

For an auction event that exceeds fundraising goals and has people talking and looking forward to next year, seek a benefit auctioneer who is an educator, salesman, motivational speaker and entertainer. Here are a few key characteristics to look for:

- **Educator.** The benefit auctioneer needs to be very well versed about the benefit, including understanding the mission and goals, so they are able to communicate that to the audience the day of the event.
- **Salesman.** The auctioneer needs to be able to encourage “competitive giving” while having the skills to truly excite the audience and sell the product they are trying to convert to dollars for the organization.
- **Motivational Speaker.** The individual needs to be able to clearly educate and motivate the audience to elicit the response the nonprofit is looking for—to have more money come out of someone’s pockets than they thought they would spend for the actual item.
- **Entertainer.** This element blends the motivational speaker, salesman and educator together under one hat to create the ultimate entertainment experience for guests. A good benefit auctioneer may sell 10 items to a crowd of 500, but by touching those other 490 guests, he will ensure that they have a good time and will create goodwill for next year’s event.

### **Gifts**

Gifts for special people and souvenirs or mementos to be given at events are available in a wide variety of places, ranging from Tiffany crystal items to tee shirts and coffee mugs. If you will want to honor an individual at an event, include this in your planning allowing sufficient time to have the appropriate etching or personalizing done.



Keep in mind that, while people like to be appreciated, many do not think it is appropriate to spend very much on thank you gifts. Be creative. Try to find something that is unique, especially something that comes from The University of Toledo, instead of expensive.

When giving gifts in exchange for charitable contributions or expensive favors at a fund-raising party, be aware that the value of these items must be included when establishing the amount of the charitable deduction. Even if these gifts are donated by a sponsor, they have a value that must be considered a benefit. It is important to check with the UT Foundation when designing a RSVP card with tax deduction information.

An example of tax exemption text on an RSVP card:

NUMBER OF INDIVIDUAL GUESTS AT \$500 PER  
(\$300 IS TAX DEDUCTABLE)

I'M ENCLOSING A CHECK(S) FOR \$ \_\_\_\_\_  
PAYABLE TO THE UT FOUNDATION/NAME OF SCHOLARSHIP

I AM UNABLE TO ATTEND.  
PLEASE ACCEPT THIS 100% TAX DEDUCTABLE DONATION OF \$ \_\_\_\_\_