

Event Planning

Advisor Resource Guide

PRESENCE & EVENT ASSESSMENT

Presence serves as a hub for organization events on campus. In order to register an event, organization leadership simply needs to visit Presence and complete an event registration form. Once submitted and approved, the event is automatically added both to the Presence and the St. Olaf calendar for students to view.

There are a number of ways to evaluate events. We recommend employing both formal and informal measures. The main form of assessment is the Program Evaluation Form which can be found under the “Forms” section of Presence. We ask that student organizations complete this form after every event. Additional assessment vehicles include Presence event swipes and event surveys.

R25 & ROOM RESERVATIONS

R25 is the one-stop-shop for room reservations on campus. R25 is also where student organizations can reserve tabling spaces in Buntrock. Information on how to make a room reservation as well as reservation guidelines can be found online.

If your student organization is hoping to reserve a space in the Lion’s Pause, a request must be completed through Oleville.com.

Reservations must be made in advance. A reservation is not complete until an email confirmation has been sent by a staff scheduler.

CATERING & BON APPÉTIT

If an event or fundraiser is being held in Buntrock Commons, student organizations and departments must use catering through Bon Appétit.

The only two exceptions to the above rule are as follows:

- Food is being ordered from the Lion’s Pause.
- The food is not something that Bon Appétit is able to prepare.

Organizations that wish to bring external food not for a fundraiser must complete the Outside Food Request Form on our website. Requested outside food is not confirmed until the requestor has received an email from Bon Appétit. If outside food is approved, the organization must still work with Bon Appétit to ensure that the food is being stored and served properly and safely.

In order to formally request catering through Bon Appétit, student organizations can proceed in two ways:

- Visit Bon Appétit’s website to view the guide and place an order.
- Email catering@stolaf.edu to inquire about your specific needs.

All catering orders must be submitted at least two weeks in advance.

QUESTIONS TO ASK

Questions we encourage advisors to ask their student organizations to ensure that their programming is thoughtful include:

- What is the purpose of this event?
- Who is the intended audience for this event?
- When should this event occur?
- Where should this event occur?
- What supplies/ resources are needed to make this event successful?
- Is a space or table reservation required?
- Is food involved with the event?
- How will the event be advertised?
- Is outside talent involved in the event?
- Are minors coming to campus?
- How will the event be assessed?



MINORS ON CAMPUS

Organizations who plan to invite minors (under 18 years old) to campus must complete a Request to Host Minors form online. This form connects student organizations with the OSA so that we can ensure all students who will be working with minors have received required training. More information can be found online on the Finance Office website.

OUTSIDE TALENT

Organizations seeking to invite a speaker, musical artist, or any other external talent to campus (whether they are being paid or not) must contact the OSA to negotiate a contract. To start the official contracting process, organizational leadership must fill out the online Pre-Contract Form. **A minimum of 4 weeks is needed to complete this process.**

Students and advisors are not authorized to sign contracts on behalf of the College.

TRAVEL & SAFETY

ORGANIZATION TRAVEL

In short, the most helpful thing for organization leaders to do when planning travel is to start early and come to the OSA. We help with everything from reserving vans to booking flights to making food and lodging arrangements. Additionally, all members attending an organization-sponsored trip must complete a travel form from our office.

WAIVERS & SAFETY

Any event that may put an event goer at risk of injury or harm must involve a waiver. Common event elements that require waivers include inflatables, heightened physical activity, live animals, and chemical usage. Waivers can be set up through our office and can be distributed physically or electronically.

Security may be needed for events. The OSA works with organizations to identify security needs. Dances, concerts, or large speaker often require security.

EVENT PLANNING CHECKLIST

4-6 WEEKS BEFORE THE EVENT

- Brainstorm the event concept and possible dates (check St. Olaf calendars for conflicting events)
- Review Lawson account balance and create a budget for the event
- Reserve needed spaces/tables on R25 or on Oleville.com (Pause)
- Work with OSA staff to contract outside talent/vendors, if applicable
- Work with OSA staff to create a University Ticket event, if applicable
- Request support from Broadcast Media, if applicable

3 WEEKS BEFORE THE EVENT

- Finalize event marketing plan (review posting policies)
- Submit catering needs to Bon Appétit, if applicable
- Reserve needed resources from the OSA
- Complete Outsourced Food Request Form, if applicable
- Complete Fundraising Request Form, if applicable
- Complete Request to Host Minors Form, if applicable

2 WEEKS BEFORE THE EVENT

- Order any Amazon items through the OSA
- Send print materials to the Print Center
- Upload event to Presence
- Create Social Media marketing (Facebook event, etc.)
- Implement marketing plan, put up print posters, create Tightrope, etc.
- Complete Check Request, if applicable
- Submit campus Work Order, if applicable

WEEK OF THE EVENT

- Check-out a credit card from the OSA to purchase any remaining event supplies
- Contact outside talent and address the performance rider, if applicable
- Work with OSA staff to prepare waivers, if applicable

DAY OF THE EVENT

- Finalize last-minute event details
- Implement any final marketing tactics
- Set-up space, if applicable
- Relax and enjoy the event

AFTER THE EVENT

- Take down all print and digital advertisements (night of or next day)
- Complete the Program Evaluation form
- Meet with your organization to debrief the event

