Planning Your Event

The checklist below will help you navigate event planning at Westmont College. To facilitate communication among the various campus offices that will work to make your event a success, and to avoid duplication of efforts, we encourage all members of the campus community to incorporate the checklist into their planning. Please feel free to contact the people listed at any time for assistance. Best wishes for a successful event!

Pre-Planning Questions

Purpose: What do you hope to accomplish with this event?
Audience: Who are you targeting with this event? What would inspire/motivate your target audience to attend this event?
Barriers/Obstacles: What obstacles do you anticipate for this event? (other events, space availability, weather)
What is your budget?
Personnel: Who else needs to be a part of this planning?

Event Planning Checklist

Title:
Speaker(s)/Performer(s):
Day and Date:
Time:
Location:
Target Audience:

Selecting a Date and Time

- Browse the Campus Scheduling Calendar for potential conflicts. Also search for events such as religious holidays, athletic events and finals.

- Consider audience availability (e.g., travel time, class schedules).

- If you would like the president of the college to attend, give remarks, moderate a discussion, or participate in some other way, please email Nancy Town for availability.

Space Reservations

Students

- To reserve a space, please email the WSCA Clubs Administrator
• They will submit your reservation in EMS and notify you when it has been approved

_Sstaff & Faculty_

• To reserve a space, access [https://ems.westmont.edu/](https://ems.westmont.edu/) and log into your account. If you are a first time user, you will have to wait for your account to be authorized. Enter data in all fields marked with an asterisk, advancing through three separate screens until you receive notification that your request has been submitted. For step by step instructions, log onto [https://ems.westmont.edu/](https://ems.westmont.edu/) or contact the Campus Scheduling office at (805) 565-6045 or scheduling@westmont.edu.

Please note that classes are given top priority.

Events in the _gym_ are tricky! Brad Elliott,  [belliott@westmont.edu](mailto:belliott@westmont.edu), coordinates all sound and set up in the gym and must be contacted prior to planning an event in the gym to determine feasibility. [Consider sound, set up costs, and very limited availability]

_Parking_ [If off campus parties are coming to campus for your event, parking should be coordinated through Public Safety]

_Security_ [Campus events involving more than 100 students require that public safety be notified; they should be made aware of events at the earliest planning stages].

If any part of your event is to be held _outdoors_ the Physical Plant should be contacted. They know about sprinklers, new projects and limitations on lawn areas.

_Not sure?_

• Browse Facilities (a complete list of reservable spaces, their maximum capacities and set up types) [https://ems.westmont.edu/BrowseFacilities.aspx](https://ems.westmont.edu/BrowseFacilities.aspx)

• Browse Space (including currently confirmed reservations) [https://ems.westmont.edu/BrowseForSpace.aspx](https://ems.westmont.edu/BrowseForSpace.aspx)

• You _many also_ contact Campus Scheduling and ask them to recommend a room. _They can tell you what's available for the date(s) and time(s) you are considering._

_Budget & Sponsorship_

• Secure support from a department within the college

• Identify source of funds
• Assign budget codes

• Plan for and assess other potential costs such as: personnel, lighting (applicable in Porter Theater), and photography.

Please be advised that contract and rental fees are assessed for all non-Westmont-sponsored events that utilize campus facilities or equipment (e.g., weddings, wedding showers, birthday parties, private voice lessons, etc.).

Using Amplified Sound

• Any amplified sound on campus must be approved by Jena Harris, Westmont’s Property Manager.

Typically, outdoor amplified sound events are not approved as they need to be planned one year in advance in accordance with county regulations.

Making Electronic Equipment Reservations

• Will you need a projector, laptop, speakers, microphone or karaoke machine for your event?

• These items can be rented from the Equipment management office using an on-line reservation at http://www.westmont.edu/_offices/emo/index.html.

• There are fees associated with using this equipment; a complete list of pricing is available at http://www.westmont.edu/_offices/emo/pricelist.html.

• A complete list of Audio Visual Equipment available in each classroom on campus is listed at http://www.westmont.edu/_offices/emo/equipmentinrooms.html.

Determining Event Supplies Needed

• Will you need signs, tables, chairs, trash cans, and other items for your event?

• These items can be rented for a fee from Event Services using the EMS online reservation system. Follow these instructions to secure additional event items:

    Click the green plus + next to the specific booking.
    Select the item you want to reserve.
    Enter the quantity you need.
You can request a specific room configuration, signage for an event, and any additional information in the Notes section. Please contact Josh Weitzman, Event Services Manager if you have questions at (805) 565-6073 or jweitzman@westmont.edu.

**Providing Food at your Event**

- Will you need linens, water, coffee or other food services at your event?
- These items are convenient yet costly to book through Sodexo.
- Please refer to the Sodexo on-line catering site for more information.
  - Student requests must be pre-approved through WCSA.
- You may consider purchasing food supplies at local grocery stores such as Smart and Final or Costco. Remember, if you do not use Sodexo for catering, they are not able to provide any items (platters, water, serving utensils) or support for your event.

**Publicity & Promotion**

- All announcements and publications bearing Westmont's name or logo need to be reviewed by the Director of Public Affairs (x6055).
- Some guidance regarding press releases can be offered, but this office will not draft them for you.

Consider the following forms of advertising:

- Posting your events on the current students page
- Creating a Facebook event
- Hanging a poster in the DC
- Contacting RDs or RAs asking to post flyers in residence hall bathroom readers
- Place an ad in the Horizon
- Set up a table in the DC

**NOTE:** Use of broadcast voicemail is restricted to student groups. Flyers need to be posted in locations designated for them. Make sure to get all posters and flyers stamped and approved by the Campus Life or Student Life Offices.

**Parking**

In an email dated January 11, 2011, this message was sent to Westmont faculty and staff.
Hi Everyone: I'm pleased to report that there has been a significant increase in campus parking spaces as part of the campus construction projects. There is ample parking on lower campus even during our busiest times during Chapel. Parking on upper campus and around the new buildings still remains in high demand and these lots are often full. I appreciate it that when you make an EMS reservation for an event that you include the area where you plan to park your attendees. This helps public safety determine where visitor cars might be parked. It is important that you are aware that parking is on a first come first served basis and the lots closest to your event may be full. It is only in rare exceptions that public safety will reserve parking spaces for events. You may want to consider the lower campus parking lots in your event planning process as the reliable areas where your guests will find parking. Please feel free to email me if you have questions about parking as you are scheduling your events.

Thanks

Tom Bauer

Public Safety

Planning for Day of the Event

- Determine arrival and set up time/clean up
- Determine who is the primarily point person for the event (also determine if that is the same point person for emergencies or last minute questions)
- Determine schedule for shifts if necessary
- Consider finding additional volunteers and help for the day of

The Finishing Touches

- Events are most successful when planning begins well in advance
- Consider thanking all those involved with a hand written note or small gift card
- Make sure to compile feedback, planning notes and budgets for future years