

Event Planning 101

Before Your Event

Purpose

- Define the objectives for the event & communicate them with your planning team.

Delegation

- Gather individuals who are interested/involved with the event.
- Determine roles and responsibilities of volunteers/planning team.

Funding

- Create a budget. If additional funding is needed, reach out to ASG, GAP, Academic Departments or the Gateway as early as possible to arrange your plans.

Establishing

- Check your organization's calendar & the Master Calendar to decide on a date.
- Avoid planning events on the same day/time as other events as this will minimize the participation in both events.
- Reserve space via Scheduler.
- Contact appropriate resources for catering, AV equipment, outdoor locations, transportation, etc.

Logistics

- Keep all original receipts, invoices or contracts that you plan to use to get a check cut or to turn in for reimbursement.
- If you need to get a check cut for the performer, please have them fill out a W-9 form and turn in with the Payment Request Form at least two weeks in advance. Receipts, invoice, or signed original contract MUST be attached to process payment!

Promotions

- Master Calendar: Add your event to the calendar to prevent others from planning a program that coincides with yours.
- My Allegheny: A weekly newsletter on the Allegheny homepage. Select the "Submit an Item" tab at the top of the My Allegheny page.
- WARC: Two weeks prior to your event, email with any info you want read on the air (what, where, when, why, how, etc.)
- Chalking/Painting windows: Chalking in public areas of campus is permitted on sidewalks only. Please refer to the Statement of Community in The Compass.
- Flyers/Posters/Banners: Authorized organization members may sign out copy cards from the Game Room or Pelletier Library. The copier in the Campus Center is located on the second floor just past Gator Post and Print (P2X).
- Printing Services: An excellent place to print flyers, posters, postcard, etc.. Located in the Oddfellows building
- Table Tents: can be placed on tables in Brooks Dining Hall and McKinley's.
- Tables in CC & Brooks: can be reserved via Scheduler. (Brooks is first-come, first serve.)
- The Campus newspaper: Contact via e-mail for the following: to submit a free program announcement for the "around campus" section, to purchase an ad, for a current printing schedule. Deadlines for the paper are on Tuesdays for a Thursday printing. (Contact will need to be made prior for layout purposes.)
- Word of Mouth: Mention your event in classes, organization meetings, residence halls and on social media to create more conversation and interest.

See back of document
for information on
contract negotiation
and execution



Updated on 8/1/19

During Your Event

- Record notes as the event progresses. (positives, negatives, challenges, etc.)
- Restore the space you have reserved to its original state.

After Your Event

- Evaluate the event with your organization.
- Evaluate by word of mouth.
- Wrap-up details from event, return borrowed items.
- Send thank you cards to performer & those who helped plan.
- Create a how to guide with your notes from the event to assist the next person who may plan the event.

Helpful Resources

Student Leadership & Involvement: x2754, sli@allegheny.edu

Physical Plant: Physical Plant building, x5378

Parkhurst Dining: Main Office in Tippie Alumni Center, x 2317
Catering Manager: Schultz Hall basement, x4378

Gator Post and Print (P2X): X4367

AV Equipment:
Craig Pardee, X4775, cpardee@allegheny.edu

Transportation:
<https://sites.allegheny.edu/publicsafety>
ASG Vans – asg@allegheny.edu

The Campus Newspaper: business@alleghenyecampus.com
WARC: warc@allegheny.edu
Scheduler: <https://ems1.allegheny.edu/emswebapp/Default.aspx>
My Allegheny: <http://sites.allegheny.edu/my/>
W-9 forms: www.irs.gov/pub/irs-fill/fw9.pdf
Payment Request Forms:
<http://inside.allegheny.edu/forms/paymentRequestForms.xl>

How to negotiate with an agent

Identify a date or possible dates for a program. We recommend working with an agent and/or act for which you have received a referral, have successfully worked with before, or someone who you have seen perform first hand.

In general when seeking to employ a performer, keep an open mind and do your research. Ask the agent or performer for phone numbers of other schools that have booked the act so you can contact them for recommendations. Ask those schools how the artist behaved on and off stage, about audience reactions, about working with the artist's management, and whether or not the artist posed any security risks.

Find out when the act is going to be in our area. (If they seem unsure of our location describe using major cities like Cleveland, Buffalo, Pittsburgh, and Erie). If they are in our area you can ask for a block rate, or contact other schools/institutions that could schedule the act in a block.

If the agent or performer asks what kind of budget you are working with, it is best to give them a conservative amount. Keep in mind, you don't know what travel, hospitality, technical requirements the artist has. (For major campus concerts as much as \$15,000 is added to the artist asking price plus agent fees.)

Get a quote for the performance and ask: Is it negotiable? It doesn't hurt to make a lower suggestion!

Find out how much lodging they want ahead of time.

Ask whether travel is included in the booking price, or paid separately (you may want to put a cap on that expense).

What kind of requirements do they have?

What kind of production requirements do they have?

Ask them to send a copy of their hospitality and technical riders in advance, to enable your review of the rider with the Assistant Director of Student Leadership & Involvement, and prior to the Chief Financial Officer of the College signing the contract.

Once you identify a date, check the Master Calendar again to ensure no conflict and the desired location is available. If everything fits, reserve the location on Scheduler & provide event details that will appear on the Master Calendar.

Do not assume any performance/event is a definite until you have completed contracts by all parties in hand. Student Leadership & Involvement should review the contract prior to forwarding it to the Chief Financial Officer of the College for further review and signature.

Reviewing the Contract and Rider

1. Clarify any questions you might have, especially production requirements. Make sure whoever is helping you with the technical set up reviews the riders ahead of time so there are no surprises. (Contact Craig Pardee, AV Tech for all tech set-ups.)
 2. Double check all details including cost, date, time and location of performance.
 3. If you feel you cannot meet the requirements in the rider, (i.e. random brands) cross these off and write on the rider pages that "Allegheny College will, to the best of their ability, meet the request of the rider within reason."
 4. After the Assistant Director of Student Leadership & Involvement reviews the contract and riders with you, take it to the Chief Financial Officer of the College for final review and signature. (Financial Services, Schultz Hall)
 5. The requests you agree to fulfill in a contract and/or rider need to abide by local, state, national laws, and college policy.
 6. Make two copies of contract and rider.
 7. Fill out a cover letter form, which is available in Student Life.
 8. Highlight the performance area and parking areas on two campus maps. (Campus Maps can be obtained on-line, in Admissions or Student Life.)
 9. Put original contract, cover letter, two maps and a W-9 form in the envelope.
- * You can write and make corrections directly on contracts. Cross things out, write near that line, initial and date the correction so it is obvious which party made them.
 - * A rider is a legal contract, if it is signed accepting the conditions then you are responsible for upholding and fulfilling all requests.

Items to include as an attached Rider or as written addendums on the contract:

TIMES: Arrival time for ARTIST in addition to playing time and set times. (If applicable.)

EQUIPMENT: The COLLEGE (PURCHASER) is not responsible for any equipment not specifically stated in this contract. The ARTIST agrees that if they do not use the equipment stated in this contract, they shall reimburse the PURCHASER for all rental costs of said equipment.

DELAY OF PERFORMANCE: The COLLEGE (PURCHASER) reserves the right to prorate and/or adjust the cost of services rendered, or to nullify this contract, if in the judgment of a professional staff member, ARTIST has caused unreasonable delay of the implementation of services, regardless of cause.

INCLUSIVITY: Allegheny College (PURCHASER) is an inclusive institution and committed to the celebration of cultural diversity related to gender, race, creed, ethnic origin, sexual orientation, age, and physical ability. COLLEGE (PURCHASER) does not support censorship, but insists that artist thoughtfully plan the performance to reflect sensitivity to all COLLEGE (PURCHASER) constituents.

CONTROL OF PERFORMANCE AND DAMAGES: The ARTIST will control the details and manner of performance, but it is agreed to and understood that ALLEGHENY COLLEGE (PURCHASER) shall have the right to direct the ARTIST to discontinue any activity constituting violation of state statute, applicable ordinances or directions of lawful authority. Damages to the premises, equipment or properties of PURCHASER caused by the ARTIST or his/her staff; either intentionally or through negligence, will be paid for by the ARTIST and may be deducted from the fee.

DEPOSITS AND METHOD OF PAYMENT: No deposits or advance payments will be made prior to the first performance. Compensation shall be given following the performance via a College issued check. Any cash payments are against policy and will not be honored under any circumstances.

LIMITATION OF CONTRACT AND ADDENDUM TERMS: No oral representation, warranty, condition, or agreement of any kind or nature whatsoever shall be binding upon the parties hereto unless incorporated in this agreement. This contract, along with the addenda contains all terms and conditions agreed upon by the parties hereto, and may not be amended other than in writing signed by all parties. All additions and deletions in this contract and its rider must be initialed and dated by both parties in order to be valid.

INDEMNITY: PRODUCER and ARTIST shall provide certificate of insurance to Purchaser naming Allegheny College (PURCHASER) as additionally insured.

WORDING: The word "exclusive" is used quite a bit as a way to make the PURCHASER responsible for most everything. Contracts are written on behalf of the ARTIST and need to be altered to indicate shared or mutual responsibility. As a rule, it is a good idea to cross out the word "exclusive" and replace with "in conjunction with Allegheny College (or group name)."

ACTS OF GOD: The COLLEGE (PURCHASER) shall not be liable or responsible for any failure to perform its obligations hereunder or for any loss or liability to ARTIST or PRODUCER, their agents, heirs, employees, guests, or assignees caused by or arising as a result of an Act of God or any other circumstances or events beyond the reasonable control of the PURCHASER.

RESCHEDULING PERFORMANCE: If this contract is cancelled by either party for any reason, and ARTIST and PURCHASER agree, an alternate performance date at the fee contained in this contract will be scheduled at the earliest convenient date to both parties.

INABILITY TO PERFORM: If, in the opinion of a professional staff member of the COLLEGE (PURCHASER), the ARTIST is unable to perform in a professional manner due to being under the influence of any intoxicating beverage or drugs, the COLLEGE (PURCHASER) may cancel this agreement. In such an event, ARTIST shall reimburse COLLEGE'S (PURCHASER'S) out-of-pocket expenses.