

## Event Set Up Check List 2014

### 1) Budget/Planning

Timeframe	✓	Action
3-6 months before event		Review previous costs of event to determine fees.
		Determine co-sponsor(s) contributions.
		Set dates/times. <i>(Confirm location is available.)</i>
		Determine # of participants & room size.
		Do we need technology?
		Who knows how to use it? <i>Get help from Juan Lopez for Student Union &amp; Mike Larson for rest of campus.</i>
		Do we need a computer/AV? <i>Reserve with Mike Larson x7115 in Media Services or Media Services online.</i>
		Determine staffing needs for event.
		Determine material needs:
		Will there be swag/giveaways/door prizes?
		Will there be food?
		Will be decorations/handouts/etc.?
		Will you need tables & chairs, tents, etc.? <i>See Physical Plant for Special Event Set Up Costs &amp; list of items:</i> <a href="http://www.fortlewis.edu/physicalplant/OurServices/SpecialEventSetups.aspx">http://www.fortlewis.edu/physicalplant/OurServices/SpecialEventSetups.aspx</a>
1 week before event		Review registrations vs. costs.
After the event		Reconcile all costs.
		Pay catering invoices. <b>**Sodexo can NOT bill to budget codes**</b>
		Write down notes & recommendations for next year.
		Email Thank Yous & evaluation/survey (if applicable).
		Compile feedback & review with department.
		Review dates and reserve room for next year's event.

### 2) Location

Timeframe	✓	Action
1 year before event (or ASAP)		Reserve room(s) through Facilities Scheduling <a href="http://www.fortlewis.edu/facilities/Requests/ReserveARoomSpace.aspx">http://www.fortlewis.edu/facilities/Requests/ReserveARoomSpace.aspx</a> <b>**Can check availability on R25 webpage in A to Z directory. **</b>
1 month before event		Email floor plan to Amber Neumann <a href="mailto:ARNEUMANN@fortlewis.edu">ARNEUMANN@fortlewis.edu</a>
		Include items such as: coat rack, recycling, roller boards, linens, stage, pipe/drape & extra tables, etc.
2 weeks before event		Reserve tabling times in Student Union with Amber Neumann & a roller board. <i>(Otherwise roller boards are first come, first served basis.)</i>
1 week before event		Confirm with Amber Neumann the number of tables needed at the event.
		Table in the Student Union during lunch 11 a.m. – 1 p.m. <i>(busiest time)</i>
1 week after event		Reserve rooms for next year.

### 3) Food

Timeframe	✓	Action
1 month before event		Get approval from your supervisor to order food.
		Create a food order. (Review last year's notes—can copy last year's order.) <b>**Sodexo needs a minimum 2 week notice for food orders of 50 or more people. **</b>
		Create an online account and food order: <a href="https://fortlewiscatering.catertrax.com/index.asp?intOrderID=&amp;intCustomerID=%29y%24">https://fortlewiscatering.catertrax.com/index.asp?intOrderID=&amp;intCustomerID=%29y%24</a> <b>**Community Catering Option = Less expensive, Less Labor**</b>
		Order for <u># of</u> people—can edit up to 3 days before actual event.
		Contact Shawn in Catering for questions at x7337.
		Determine Food set up/take down: Time & Location <b>**Food start/end time NOT event. Include event times in notes. **</b>
		Determine menu for event. <b>**Call Shawn for something not on menu. Ex: Pizza. **</b>
		Budget code: Account code: <b>**Sodexo can NOT bill to budget codes, but you will need to have for whoever pays your invoice**</b>
1 week to 3 days before event		Confirm numbers with Campus Catering.

### 4) Registrations (If needed)

Timeframe	✓	Action
3 months before event		Make Registration link live on website. Contact Scott Kadera for help on this.
		Review confirmation notices.
		Send "Save the Date" emails to potential participants.
		Get TouchNet credit card training from Kim Angel @ Cashier's office Berndt 140. Contact in person.
As registrations come in		Create an invoice & email to participants to pay by check or credit card.
		Keep invoices & credit card receipts on file.
2 weeks before event		Run registration report.
<i>PARKING PASSES</i>		Contact Rebecca Modrell <a href="mailto:Modrell_r@fortlewis.edu">Modrell_r@fortlewis.edu</a> with budget code and number of parking passes & mail to participants. <i>Tip: Order 4 extra for lost/didn't receive.</i>
<i>LOGISTICS</i>		Include hotel, campus map, and itinerary with parking passes mail. <a href="http://www.fortlewis.edu/home/visitors.aspx">http://www.fortlewis.edu/home/visitors.aspx</a>
1 week before event		Mail and drop parking passes out at Post Office by 3:30 p.m. to mail on same day. <i>Note: Post Office postage machine will seal business envelopes so you don't have to! ☺</i>
		Review registrations & missing payments.

## 5) Advertising

Timeframe	✓	Action
3 months before event		Send out FLC Official & "Save the Date" emails to potential participants.
		Add to your department's website calendar(s).
1 month before event		Send out FLC Official email again.
		<p>Advertise on FLC flat screens.</p> <p>Email Jill Wiegert <a href="mailto:Weigert_J@fortlewis.edu">Weigert_J@fortlewis.edu</a> a .jpg or .pdf in landscape orientation to advertise all over campus.</p> <p><u>Include in your email to Jill:</u>            Contact name &amp; email or phone #            Dates to advertise            Attachment (best if size is 1280 pixels x 1024 pixels or 4:3 ratio)</p> <p><i>**Remember less is more! It is only up for 7 seconds before moving to the next slide.**</i></p> <p>For further image tips see: <i>Campus Digital Signage Protocol</i></p>
		<p>Submit event to FLC main calendar. <i>OPEN TO THE PUBLIC EVENTS ONLY.</i>  <a href="http://www.fortlewis.edu/events/EventSubmissionForm.aspx">http://www.fortlewis.edu/events/EventSubmissionForm.aspx</a></p>
		<p>Submit request to Mitch Davis to add to theFort calendar. <i>CAMPUS ONLY EVENTS.</i> <a href="mailto:davis_m@fortlewis.edu">davis_m@fortlewis.edu</a></p>
2 weeks before event		Canvas faculty mailboxes & bulletin board with flyers.
		Contact KDUR & Durango Herald to advertise event.
		Email <a href="mailto:KDUR@fortlewis.edu">KDUR@fortlewis.edu</a> PSA announcement or fill out the form at <a href="http://www.kdur.org/ContactUs.aspx">http://www.kdur.org/ContactUs.aspx</a> to be read randomly over next few weeks.
1 week before event		Send out FLC Official email.
		Print signs for event.
		Send reminder emails to participants/speakers.
Day of event		Send out FLC Official email early.
		Hang up event signs early.

## Campus Digital Signage Protocol

The information below will help make your digital signage as effective possible. This is only a guideline to help you when designing your information to be posted.

- Content will look best in a Landscape format vs. Portrait format so it can take up the whole screen. Images are generally in a 4:3 aspect ratio (4" wide and 3" tall, or some multiple of that ratio). That means that the recommended size for most graphical content should preserve these relative dimensions. I recommend you stick to keeping your graphical flyers at **1280 pixels by 1024 pixels**, which is a common resolution of many computer monitors.
- **Use vivid, large images.** Your content will be competing with all of the other images being shown on the digital signage. You will want to incorporate visually pleasing graphics that catch people's eyes if you have the opportunity.
- Emphasize in a large, readable font the most important content on the slide, such as the name of an event, organization, or the time and place of the event.
- Be sure to include contact information such as your name, email address and/or phone number so people can get more information.
- Use sans-serif fonts, such as Arial, Helvetica, and Verdana (as opposed to serif fonts such as Times New Roman or Garamond). Stick to size 20pt font or higher.
- Refrain from using super-bright colors such as pure white, bright yellow, and hot pink. If you must to use a bright color, use it very sparingly.
- Do not use copyrighted content unless you get consent from the copyright holder. If you use fair-use materials, follow the terms of the copyright. If you can't tell if something is copyrighted or not, don't use it.
- The slide is only visible for 7 seconds at a time which is not enough time to read a lot of text. Give them the basic information first.
- Digital signage images can be sent to me as a PDF or JPEG. Sometimes I can work with a Word document and change it to a PDF if you can't send it that way.