

# How to Plan a Successful Event 2019 – 2020

The ASU encourages clubs to plan fun and safe events. From bake sales to movie nights the ASU is here to help you throw a memorable event. The Building Services and Events manager is here to help with any event you wish to hold. Below is an event planning guide that will act as a check list as you plan your event. If you have any further questions, please contact Angie Govier at [angela.govier@acadiau.ca](mailto:angela.govier@acadiau.ca).

Steps for Planning a Successful Events on (or off) Campus:

## **Pick your preferred event location**

- Ex. In the SUB, Fountain Commons, in the gym
- The location you choose will determine many things, like catering capacity, and alcohol licensing
- Where the event is held will also determine who you have to talk to about the booking
- If you are unsure the Building Services and Events manager for the Student Union can send you in the right direction.

## **Anticipate your event date**

- Are there other events on this date which will compete with your event?
- It is on a holiday weekend when most students are away?
- Is your date far enough away so that you will have adequate time to prepare?

## **Select your event times**

- The duration of your event may affect how long you have to pay for staff
- Estimate the number of students involved
- Many times, this will narrow your choice of venue
- This will also determine how many (SOBER) organizers you need, and whether you'll need security services

## **Pick your Primary Event Organizer**

- If you haven't already picked someone for the year, pick someone who will be ultimately responsible for overseeing logistics and safety of attendees
- Submit an assessment for your event
- These can be found on the ASU website under "clubs"
- Submit these early via e-mail to Angie Govier at [angela.govier@acadiau.ca](mailto:angela.govier@acadiau.ca) to ensure you have insurance coverage, can be approved for any liquor licenses, etc.
- Failure to submit this form may result in your event not being approved

## **Book the space for your event**

- In the SUB, room bookings are done through Angie Govier, while elsewhere on campus they are done through Janet Ross and the reservations office (see contact Sheet)
- If you chose a venue that is unavailable, you will want to pick another date and location early

## **Will you be applying to the student activities fund?**

- Applications must be submitted before the event and include a detailed outline of the event you plan to hold including a budget

**Will your event include travel?**

- Traveling by bus or individual car can raise risk and personal liability- travel waivers are a must!
- Do you have enough transportation arranged to transport everyone safely?

**Will your event be associated with a sponsor?**

- Certain sponsors may conflict with existing contracts in your venue of choice
- Will you be partnering with another society for your event?
- Often this will allow you to share costs as well as increase attendance

**Will catering be required?**

- What kind of catering- snacks, dinners, veggie and dips, etc.
- For how many people
- If you're having a dinner, will your choice of venue have enough tables for the space?
- The more food you'd like to serve, the more expensive the event becomes
- Your choice of venue may also limit your catering options (for example, catering at many venues on campus must be provided by the University Food Service provider)
- If you are serving your own food in a venue that permits it, you may be required to have certain food handling certifications

**Would you like alcohol to be served?**

- If alcohol will be served, you may have to pay for security and bartenders
- Some venues are unable to be licensed
- It's best to plan licensed events further in advance, because if the license must be applied for it can take weeks to receive
- If so, will anyone under the age of 19 be attending the event?
- If your event is wet/dry your event must be over by 10pm and have a food component for the event
- You will also have to hire someone to monitor the entrance/exits and check ID's

**Will you need any audio-visual equipment?**

- These must be booked in advance and in some cases cost extra
- Will you require a DJ?
- Will you be able to provide your own DJ, or do you need to find one?
- Have you requested the equipment the DJ will require?

**Will you require coat check?**

- Be sure to put the coat check somewhere that traffic is not obstructed
- Do you have enough people to staff the coat check?
- Will there be a charge for coat check, will it be by donation or will it be free?

**Will you require security to monitor admission?**

- If an event is licensed or guests may have consumed alcohol before attending security is mandatory.
- Will you require additional staff to assist during the duration of the event?
- Do you have enough volunteers to monitor the event, compared to how many people are attending the event?
- In some cases, security staff is a mandatory requirement when hosting an event

**Will you need chairs, tables, tablecloths or podiums arranged?**

- Some venues will charge for these set ups
- How will things be arranged? Where would you like your podium?
- Adding tables and chairs will reduce the maximum capacity of you chosen venue

**What additional decorations will be used?**

- You may want to purchase these well in advance
- It's best to communicate decorating schemes to the person booking your venue because some material may not be able to be used in certain places
- The person booking your venue will also be able to provide some restrictions on decorations

**Check out the venue well in advance**

- When you see the room, you may realize you need something else
- This may help you organize the layout of your event
- It will also let you stake out key amenities (like power outlets, windows, entrances and exits) in advance

**Contact Information 2019 – 2020**

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