

EVENT GUIDE

Four to five months prior to event

- Establish a planning group and appoint a chair.
- Initiate event planning and establish responsibilities.
- Reserve date on key attendees' calendars.
- Create Save the Date cards (if needed) and send 3 to 4 months prior to the event.
- Design invitations/RSVP cards (response deadline should be no later than 10 days prior to the event. Send invitations 6 to 8 weeks prior to the event.) Use logos in accordance with UAH OMC brand guidelines.
- Determine guest list and create guest list database.
- Determine and reserve venue:
 - [Venue List](#)
 - UAH campus reservations
 - Reserve SSB 112 through [Coursedog](#)
- Determine need for swag/mementos and place order:
 - Staples Promotional Products is the approved UAH vendor.
- Determine funding and budget sources for the following:
 - Printed materials such as Save the Date cards/invitations/RSVP cards and programs
 - Marketing
 - Swag/Mementos
 - Travel expenses for speaker(s)
 - Venue and set up fees
 - Signage
 - Catering
 - Photographer
 - Tent, stage, podium, chairs, tables, lighting
 - Electronics such as sound system, LCD projector, DVD, laptop
 - Tablecloths, flowers, plants, balloons or other decor
 - Security

- Ceremonial items, such as shovels and hard hats with insignia for groundbreaking, or ribbons and scissors for ribbon-cutting events
- Production company fees

Three to four months prior to event

Departments/units hosting attendees from off-campus must complete the UAH Event Parking Request Form and email to parking@uah.edu at least 45 days in advance of the event date. You may also reach out to Parking Services with questions at parking@uah.edu.

- Establish a plan for VIP seating.
- Block hotel rooms for out of town guests:
 - UAH – Admission & Aid – Accommodations

Two to three months prior to event

- Review planning group and staffing assignments for the day of the event.
- Confirm speakers and determine their presentation needs.
- Develop draft of the event program.
- Contact Office of Marketing and Communications about internal and external publicity.
 - Determine set up at the venue for podium, stage, and seating (SSB, Charger Union, Chan Auditorium and Wilson Hall all have stages). Consult Special Events for room diagram and decor/design and Event Services for set-up, podium, tables/chairs, coat rack, and audiovisual equipment (Event Services provides these services with a fee).
- Determine onsite registration procedures and need for ushers/volunteers.
- Book event with caterer and establish primary menu and budget:
 - UAH Sodexo Catering (including linens)
 - If alcohol is being served, please refer to the [Alcoholic Beverage Use Policy](#).
- Contact Facilities and Operations Fleet Services for bus and car transportation.
- Contact external vendors (as required) for tents, tables, chairs, flowers, plants, balloons, and other decorations.

Six to eight weeks prior to event

- Mail invitations

Four weeks prior to event

- Draft script or talking points for speakers.
- Hold a meeting with all vendors on site to determine what's completed/what needs to be completed.
- Consider site preparation (special cleaning, equipment, and trash removal).
- Prepare event signage (pedestrian and vehicle):
 - OMC Request Form to design your signage.
 - UAH Copy Center
 - Visitor signs at SSB can be requested for Board of Trustees, prospective students and families, admitted students and families, and VIP visitors. To request visitor signs in parking lot K1 at SSB, contact Kailyn Weaver in Admissions (kmw0032@uah.edu).

Two weeks prior to event

- Meet on site with operational staff: Sodexo, Event Services, Special Events, Transportation, Security, staff and volunteers to discuss responsibilities.
- Request a Lancer: Lancers are available to colleges and departments to act as university ambassadors at official UAH events. Appropriate duties include greeting and mingling with guests, assisting VIPs, and helping with seating. Lancers are not available for setting up tables, moving supplies, selling tickets, handling money, serving food or beverages, or performing administrative tasks.

One week prior to event

- Send caterer final attendee/guest count (catering deadlines may vary).
- Print programs, name badges, and seating placement cards for VIPs.
- Confirm arrangements with vendors.
- Submit any presentation media to Event Services.
- Schedule event rehearsals with Event Services.

One day prior to event

- Contact caterer to verify all arrangements.
- Confirm security requirements.
- Ensure tent, chairs, tables, stage, and podium are in place.
- Check weather and secure umbrellas/coat rack, if needed. Contact Event Services for coat racks.

Day of event

- Check location setup to include chairs, tables, podium, and food.
- Arrange printed material, name tags, mementos, etc. on the registration table.
- Have Event Services on site early to check sound and lighting equipment.
- Check to ensure that decorations/table settings/programs/signage are all in place and look good.
- Place water and script binder at podium.

One to five days after event

- Write thank you notes to speakers, volunteers, staff, and others as appropriate.
- Complete written evaluation of the event with suggestions for future events.
- Coordinate event story and photographs with OMC.

Campus Resources

- Campus reservations
- Campus Security
- Catering on Campus
- Catering policy
- Copy Center
- Event Services
- Lancers
- Office of Marketing and Communications
- Parking Services
- Staples Promotional
- UAH Accommodations
- [Venue List](#)

Room Reservations

- Zeke Aguilera, x6943, schedules academic classrooms in Courshedog
- Catherine Eakin, x2595, oversees SSB 112, 114, and Conference Lobby requests
- Marilyn West, x2306, schedules Charger Union, CTC, Chan Auditorium (401 seats), and all non-academic classrooms
- Trinity Mease x1502, coordinates A/V for all non-classroom spaces/events
- Birgit Gatlin, x3590 schedules College of Engineering labs and conference rooms
- Kim Lassiter, x6669, schedules College of Nursing Graduate School spaces/events
- Tyler Daniel, x6145, schedules Spragins Hall and Charger Park
- Justin Hargrave, x4626, Schedules College of Nursing spaces/events
- Ashley Mauer, x6207, schedules Morton Hall atrium, and lobby
- Drew Yarbrough, x4725, schedules College of Business spaces/events
- Kailyn Weaver x2718, schedules Admissions Lobby and Welcome Center Theatre in SSB
- Cathy Kholanjani x6982, schedules SSB 313 conference room
- Deanna Hughes x6337, schedules SSB 201, 212, and second floor lobby