

# Event Planning Standards

## **Overview**

The Office of University Events and Promotions is a service-oriented unit that coordinates events locally, regionally and nationally for the University of San Diego and its constituents. The team assists with the university's highest profile signature events — such as special anniversaries, building dedications or capital campaigns — as well as events that are hosted either by the president, the Board of Trustees or the university as a whole.

# Event Planning Standards

## **The Office of University Events and Promotions**

The Office of University Events and Promotions has been successful in raising the national profile of the university through a variety of signature events, including:

- The Founders' Gala
- Homecoming Weekend
- Family Weekend
- Alumni Honors
- Twilight Blues
- Wine Classic
- President's Donor Recognition Events
- Scholarship Luncheon
- Grandparents Weekend



*The Founders' Gala*



*Family Weekend*

*Homecoming Weekend*

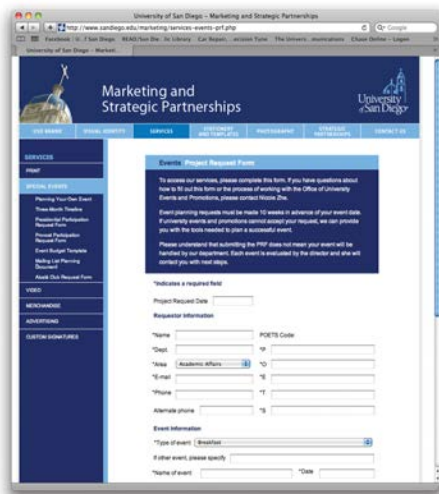


## Getting Started

If your event involves university alumni, parents, donors or other external constituencies such as corporate sponsors, then our team of experienced campus event planners can assist you with any of the following:

- Pre-planning/pre-event meetings
- Vendor contracts and arrangements
- Event invitations, programs and signage
- Program agenda and proper messaging
- Logistical planning and organization
- Day-of coordination and troubleshooting
- Post-event analysis

In order to request our team's assistance for your event, please fill out a project request form and indicate the areas in which you will need support. For additional information or to locate the request form online, go to [www.sandiego.edu/marketing/project.php](http://www.sandiego.edu/marketing/project.php).



## Basic Tools for Planning Your Event

For those who are planning an event that falls outside of our purview, we have compiled a helpful list of hints that will help make your event a resounding success. The following are all important components to hosting an event at the University of San Diego, and should be used as a point of reference:

### Selecting a Date and Time

- Check the University of San Diego's Calendar of Events at [www.sandiego.edu/news/eventcalendar](http://www.sandiego.edu/news/eventcalendar) for potential conflicts.
- Search for events such as religious holidays and other campus events that may conflict with your proposed event date.
- Consider audience availability. What day and what time would work best for your guests?

### Executive Attendance

- If you would like the President Mary E. Lyons, PhD, or one of the university's vice presidents to attend, you must download and fill out the President's Participation Request Form at [www.sandiego.edu/marketing/services-events.php](http://www.sandiego.edu/marketing/services-events.php).
- If you would like the Provost Julie H. Sullivan, PhD, to attend, you must download and fill out the Provost Request Form at [www.sandiego.edu/marketing/services-events.php](http://www.sandiego.edu/marketing/services-events.php), and turn it into the Office of the Provost.

### Alcalá Club Request Form

If President Mary E. Lyons is attending your event and you would like the Alcalá Club students to assist, please fill out the Alcalá Club Request Form at [www.sandiego.edu/marketing/services-events-alcala.php](http://www.sandiego.edu/marketing/services-events-alcala.php) and email to the Office of Events and Promotions director at [deannan@sandiego.edu](mailto:deannan@sandiego.edu), or fax it to (619) 260-8857.

## Space Reservations

Specific guidelines for scheduling and use of campus facilities are available at the Campus Scheduling Office. They also are listed under "Use of University Facilities" in the University Policies and Procedures handbook. Facility availability and event details can be accessed online at [www.sandiego.edu/scheduling](http://www.sandiego.edu/scheduling).

Below are our event venues and phone numbers to make a reservation:

General campus space: (619) 260-4592  
Degheri Alumni Center: (619) 260-4534  
Donald P. Shiley Center for Science and Technology: (619) 260-8885  
Hahn University Center: (619) 260-4592  
Jenny Craig Pavilion: (619) 260-7565  
Joan B. Kroc Institute for Peace and Justice: (619) 260-7808  
Manchester Executive Conference Center: (619) 260-5976

## Auxiliary Services

Auxiliary Services can create a menu for your event. In order to fill out a request form for their services, go to [www.sandiego.edu/catering/requestform.php](http://www.sandiego.edu/catering/requestform.php). For additional assistance, please call (619) 260-4560.

## Parking Services

Contact Parking Services at (619) 260-4518 to reserve parking and to secure event-parking signage for the entrances to campus.

## Public Safety

If you think your event will need any public safety personnel, please contact the Department of Public Safety at (619) 260-2222.

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## Tram Services

If your event will need tram services from a parking structure on campus, email [glowers@sandiego.edu](mailto:glowers@sandiego.edu) to request tram services.

## Event Signage

Email [marquee@sandiego.edu](mailto:marquee@sandiego.edu) to place event postings on the large marquee sign at the east entrance of campus.

## Budget/Sponsorship

- Identify the appropriate POETS code
- Identify any potential sponsors or in-kind donations for your event

## Other Event Details

Here are other details to consider for your event:

- **Sound, Lighting, and Audio Visual:** Call the media department at (619) 260-4567 for your audio-visual needs. If they cannot assist you, contact the following preferred vendor: Meeting Services Inc. Contact Ed LaFever at (858) 348-0626.
- **Room set-up:** Work with the appropriate building coordinator to determine how you would like the



room set-up for your event. How many tables will you need? Do you want people to stand at belly bars or sit at round tables? Do you need a stage and/or podium?

- **Table for check-in:** The Department of University Copy's can assist you with the creation of name tags that provide the information necessary for your event while maintaining the university's branding practices. For more information, go to [www.sandiego.edu/marketing/stationery-nametags.php](http://www.sandiego.edu/marketing/stationery-nametags.php).
- **Signage:** The Department of University Copy's can assist you with the creation of indoor/outdoor signage for your event that meet your specific needs while upholding the university's branding practices. For more information, go to [www.sandiego.edu/administration/businessadmin/printshop](http://www.sandiego.edu/administration/businessadmin/printshop).
- **Florals:** For more information on university-preferred florists, contact the Office of University Events and Promotions at (619) 260-7889, or email [marketing@sandiego.edu](mailto:marketing@sandiego.edu).
- **Hotel/Lodging:** If your guest list includes out-of-town guests who require hotel reservations, please be aware that the University of San Diego has a partnership with Bartell Hotels. To see a listing of Bartell's San Diego properties and discounted rates, go to [www.bartellhotels.com/usdpartnership](http://www.bartellhotels.com/usdpartnership).

## Publicity

Contact the Department of Public Affairs at (619) 260-4681 for assistance in publicizing your event.

## Printed Event Collateral

The Office of Print and Brand Marketing works in concert with the Office of Events and Promotions on creating printed event collateral for the university's signature events. The Department of Copy and Graphics creates print collateral for other USD events. To request assistance with producing of the materials listed below, go to [www.sandiego.edu/marketing/services-print.php](http://www.sandiego.edu/marketing/services-print.php).

- Postcards
- Save the date cards
- Invitations
- Posters
- Fliers
- Event programs
- Electronic invitations



Please remember that the Department of Marketing and Strategic Partnerships must approve all university materials intended for mass distribution. Please plan on sufficient time for writing, copy editing, designing, printing and distributing your materials.