

# Event Planning



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.

## Overview

The event planning team assists with the highest profile signature events — such as special anniversaries, building dedications or fundraising campaigns — as well as events that are hosted either by the president, the Board of Trustees or the university as a whole.

## 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:

- Founders' Gala
- Homecoming and Family Weekend
- Alumni Honors
- Wine Classic
- President's donor recognition events
- Scholarship Luncheon
- Grandparents Weekend

To inquire about using our team to help with your event, call (619) 260-7532 or email [deannan@sandiego.edu](mailto:deannan@sandiego.edu).

## Getting Started

If your event involves university alumni, parents, donors or other external constituencies such as corporate sponsors, 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

## 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

University of San Diego faculty and staff must use Virtual EMS (<https://reservations.sandiego.edu/virtualems>) to check on location availability and to request a room location or resources such as parking, tables/chairs and other equipment. All faculty/staff are encouraged to attend training for Virtual EMS (find training schedule

at <https://www.sandiego.edu/scheduling/event-planning>). Once these steps are completed, please email [universityscheduling@sandiego.edu](mailto:universityscheduling@sandiego.edu) with the date that you would like to sign up for.

- 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 to request President Harris, the provost, deans or top administrators to attend your event, contact their office directly. All contact information can be found at [sandiego.edu/directory](http://sandiego.edu/directory).

### Space Reservations

Specific guidelines for scheduling and use of campus facilities are available through University Scheduling. Find campus calendars, information about various USD venues, guidelines and procedures, and more at [www.sandiego.edu/scheduling/event-planning](http://www.sandiego.edu/scheduling/event-planning).

### 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) 260-8811 or email [usdcatering@sandiego.edu](mailto:usdcatering@sandiego.edu).

### 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.

### Tram Services

If your event will need tram services from a parking structure on campus, one can be reserved by following the procedures found online at [www.sandiego.edu/safety/tram-services/special-event-tram-request.php](http://www.sandiego.edu/safety/tram-services/special-event-tram-request.php).

### 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?





*Name tags:* University Copy can assist you with the creation of name tags that provide the information necessary for your event while maintaining the university's branding practices. Name tags should be ordered through Office Depot, which provides all stationary products for the campus community: <https://business.officedepot.com>. Name tags should provide the information necessary for your event while maintaining the university's visual identity.

*Signage:* University Copy 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/copy/services](http://www.sandiego.edu/copy/services).

*Florals:* For information about 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. For information about this partnership or a list of options outside of San Diego, go to <http://usdpartnership.com>.

#### Publicity

Contact the Department of Media Relations at (619) 260-7460 for assistance in publicizing your event.

#### Printed Event Collateral

The Office of Advancement Marketing and Strategic Partnerships works in concert with the Office of Events and Promotions on creating printed event collateral for the university's signature events. To request assistance with producing of the materials listed below, email [marketing@sandiego.edu](mailto:marketing@sandiego.edu).

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

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

