

EVENT PLANNING 101

Here is your guide to help prepare for an event planning meeting. It is okay to be undecided on any aspect of your event. The Russell House Event Services team is here to help!

CHECKLIST

- Type of Event
- Date Time Location
- Catering
- Audio Visual Needs
- Additional Labor
- Outside Vendors
- Paying for Your Event

EVENT TYPE

Give a little background on your event and a goal you hope to achieve by hosting this event.

- Examples of type of event-
 - Reception
 - Lecture Series
 - Information Session
 - Banquet
 - Gala
 - Awards
 - Fundraiser
 - Performance
- How many People do you anticipate attending?
 - Are all attendees' current students?

Russell House Event Services Office
Suite 218
803-777-8182
sareserv@mailbox.sc.edu



- Is there a registration or RSVP for your event?
- Is there a guest speaker?
 - Please provide their contact information for our office's record. We will not contact guests.

DATE, TIME, LOCATION

- Will you need extra time on your reservation to setup or breakdown anything?
 - Will any outside vendors need time loading equipment in and out?
 - Do you plan on having a pre event? (ex. Doors open at 7:30 but event does not start until 8pm)
- Take note of room capacity when selecting location.
 - DO NOT request a room with a capacity smaller than your expected headcount!!!

** Some events may require a flexible time, date and/or location change pending what event pre-exists in space desired. Reservations are approved on a first come first serve basis *

ROOM SETUP

- Do you plan to use the space as is or does your event require a different room layout?
 - Do you need to add tables for catering, check in or paper materials?
 - Do you need either a stage or riser?
 - Will you need a podium or chairs for a panel?
 - Are attendees going to be sitting in rows, at a table, or mingling?

CATERING

- Food being provided indoors requires a Small or Large Operations fee depending on space. Outdoor spaces do not require fee for food.
- Student Organizations may **not** charge people for food apart from baked goods.

CATERING OPTIONS

1. [Horseshoe Catering](#), on-campus caterer, check out their website to see menu options.
2. Outside caterers
 - All caterers outside of the University of South Carolina **MUST BE APPROVED!**
 - How do I know if they are been approved?
 - Checkout the approved caterer list [here](#)
 - How do I get them approved?
 - It's easy! Present this [form](#) to the caterer you intend to use. Please note all caterers must be able to present a current



DHEC inspection result, business license, and proof of liability insurance.

3. Homemade/ Prepared Food

- If your organization chooses to bring food prepared by members, a Food Preparations Guidelines [form](#) must be signed and returned to the Event Services office.

AUDIO AND VISUAL NEEDS

- Does your event require audio equipment?
 - Microphone
 - Music
 - Computer Hookup
 - Projector/ Tech Wall
 - Lighting Scheme
- What type of microphone do you intend on using?
 - Wired
 - Wireless
 - Lapel/ Headset
 - Podium
- If you are planning to share a computer screen, please make note of the input type your machine requires (HDMI, VGA, Mac Adaptor).

ADDITIONAL LABOR

- AV Tech- recommended if your event has 2 or more microphones, music cues, or lighting changes.
 - Events that are considered VIP will need an AV Tech
- Room Attendant- locations such as The Gressette Room and Rutledge Chapel require an attendant to be present the duration of event.
- Check in- Event Services offers assistance using Social Tables to check registered patrons into your event!
- Security- events occurring outdoors past scheduled sunset will require security.

Labor is charged hourly

OUTSIDE VENDORS

- Are you hiring any outside help for you event?
 - DJ
 - Entertainer
 - Vendor selling Goods and/or a Service
- Will they be needing any equipment or help?
 - Sound check?
- What time do they plan to load in and out of the event space?
- If they are providing a service that could harm an individual, our office will need Proof of Insurance or a waiver that attendees will have to sign.



PAYING FOR YOUR EVENT

- How do you plan of paying for your event?
 - Cash/Check- paid at the Bursar's Office, our office will need a receipt for proof of payment.
 - Student Org fund code
 - Student Government funding
 - Check [Finance Committee Guidelines](#) to see if your event can receive SG funding.
- All charges must be settled no later than 24 hours prior to your event to avoid risk of cancellation.