Events Training Class

The Basics
Topics

Where do I start?
Where can I have my event?
How do I contract with outside vendors?
How can GSU support my event?
How do I get the word out about my event?
Where do I start?
Getting Started

Goal/Objective
Educate
Award
Collaborate
Meet
Celebrate!

**You will want to keep this goal in mind when making decisions. It can help you to filter out what is truly important and will be impactful.**
Budget

Previous budget?
No previous budget?
Potential expenses to keep in mind:
Food & Beverage
Parking
Linens
Decorations
Lighting
Give aways
Name badges
Printed materials
Design services
A/V needs
Security
Where can I have my event?
Venue Selection

Capacity?
Room setup?
Existing A/V?
Outside caterer?
Parking procedures?
Availability?
Rental Fee?
What does it include?
Site Visit?
Indian Creek Lodge

Rooms:  Dogwood
        Magnolia
        Oak & Hickory

Capacity:  Ranges from 8 - 100

Contact:  Ellen Whitney
          3-1794
          ewhitney2@gsu.edu
Centennial Hall

Rooms: 120 Conference Room
        Auditorium
        Lobby

Capacity: Ranges from 100 - 249

Contact: Jessie Weintraub
         3-1350
         jweintraub1@gsu.edu
Auditorium

120 Conference Room

Lobby
Dahlberg Hall

Rooms: 317
315

Veterans Hall

Capacity: Ranges from 8 - 400

Contact: Amanda Roshan-Rowaan
3-2527
amandarr@gsu.edu
Veterans Hall

315

317
Rialto

Rooms:
Theater
Lobby
SunTrust Presidential Suite

Capacity:
Ranges from 40 - 500

Contact:
Jo Costanzo
3-9814
jcostanzo@gsu.edu
SunTrust Presidential Suite

Lobby

Theater

SunTrust Presidential Suite
Student Center

Rooms:  
- State Ballroom
- Golden Key Boardroom
- Caucus/Dalton/Dorchester
- Capital/Lanier/Sinclair/Lucerne
- Gallery Lounge

Capacity:  Ranges from 8 - 950

Contact:  Student Center Reservations
- 3-1870
- scusevents@gsu.edu
AYSPS Lobby

Rooms: Lobby
Capacity: Ranges from 50 - 75
Contact: Avani Raval
3-0005
araval@gsu.edu
Kopleff Recital Hall
Rooms: Recital Hall
Capacity: 366
Contact: Bram Creighton
3-5909
bcreighton@gsu.edu
Troy Moore Library

Rooms: Library
Capacity: Ranges from 60 - 80
Contact: English Department
3-5800
engdesk@gsu.edu
The Forum

Rooms: Room 1030, COE
Capacity: 70
Contact: Stephen Rosner 3-8129 srosner@gsu.edu
Colloquium Room

Rooms: Conference Room  Gallery Space

Capacity: 16 - 100

Contact: Pam Lucas
3-2703
plucas@gsu.edu
Library North/South Links

Rooms: 3rd Floor Only
Capacity: 75 - 100
Contact: Pam Lucas
3-2703
plucas@gsu.edu
Manners Room

Rooms: 7th Floor, RCB
Capacity: 71
Contact: Robbie Burr
3-7018
rburr@gsu.edu
How do I contract with outside vendors?
Contracts

What do I do with it?
Send it to Legal

How much lead time?
At least 2 weeks - preferably more

How do I send it?
Interoffice envelope
Questions from a rental company

Event type?
Date/time?
Number of guests?
Budget?
What do you need?
How do I work with catering?
Catering

Contacts at Panther Dining (In sourced)
Lenore Musick - 3-0722 - lmusic@gsu.edu
Betsy Ocasio - 3-9640 - brivera1@gsu.edu

Contacts at Sodexo/Flavours (Outsourced)
Contstance Carrier - ccarrier@gsu.edu
Catering

Passed hors d’oeuvres
Heavy stationed hors d’oeuvres
Stations
Buffet line
Family Style
Plated
Or some other combination of the above
Catering

Seasonal
Type of food
Themed?
Quotes
What’s included?
Guarantees
How long do I have?
Catering/Alcohol

Policy of venue?
Policy of caterer?
On campus events
http://events.gsu.edu/request-serve-alcohol/
How can GSU support my event?
Security

Alcohol Policy
Must hire officer
$35/hour/officer (4 hr min)
Lead time
10 days
Form
http://events.gsu.edu/request-serve-alcohol/
Available for any event
Parking

Auxiliary Services
Cost
Advance payment
Guests pay on own
Lead time - 24 hours

http://parking.gsu.edu/visitor-parking-request-form/
Determine your needs
Screen & projector
Laptop
Microphones
Podium
Lapel
Handheld
Slide advance (clicker)
Connection cables (VGA or HDMI) or a converter for Mac
Wireless/Wired internet
Facilities
Photography

Lead time
1 week

Form
http://commkit.gsu.edu/tools/photography-video/request-a-photographer/
How do I get the word out about my event on Campus?
Advertise on Campus

Indoor banners
Outdoor banners
Information tables
Display cases
Easel poster display area
Digital signage
Handouts

Bulletin boards
Table tents
Flyers
A-frames
Posters
Grip strips

http://events.gsu.edu/advertise-campus/
Invitations

Timeline
Post mail
E-blast
Social media

Design
ADA notice
• “To request disability accommodations at this event, please contact the University Events Management at 404-413-1377 / events@gsu.edu with your request. Please provide your name and the event name, date and sponsor when making your request.”

RSVP List
Develop from invite list
Excel makes it easy to sort
Name Badges

Types of badges
- Clip, hanging, magnetic, pin, sticky

Accuracy
- Keep good records, all in one place

Easy to do in Excel

Changes
- Bring portable printer, if possible
Questions?