Special Events Planning Guide
for MBA Alumni and Student Groups

On-Campus Events

Following is a guide for MBA Alumni or Student Groups planning special events sponsored by or associated with the Robins School of Business (RSB). This guide provides a general overview for planning on-campus events and identifies your resources for making the planning process efficient. The initial steps for planning follow:

1. **Event Request and Approval**: The student or alumni committee member responsible for planning the proposed event will serve as the event point of contact (POC). The POC must complete the brief on-line event request form: [http://robins.richmond.edu/mba/forms/mba-event-approval.html](http://robins.richmond.edu/mba/forms/mba-event-approval.html) and submit it to Debbie Fisher, Assistant Director, The Richmond MBA. Details requested include: event name and description, proposed date, audience and funding needs. Debbie will respond via e-mail once the event, date, and budget are approved. If the event is not approved or if additional information is required, you will also receive an email communication.

2. **Event Promotion**:
   a. **Alumni and Students**: To have events promoted within the University, alumni and students must submit the on-line promotions form: [http://robins.richmond.edu/news/events/Event-Promotion.html](http://robins.richmond.edu/news/events/Event-Promotion.html). Ideally, this form should be completed as soon as your event is approved. By submitting this form you are requesting that the Robins Communications & Events team promote your event on the University of Richmond Public Events Calendar and the Robins School of Business Internal TV System (digital flyers). Please note student groups are responsible for promoting their own events via **SpiderBytes** and social media outlets. MBA Alumni should request and provide text for SpiderBytes through Tara Stewart in the MBA Office (tstewart@richmond.edu or 804.289.8939).
   b. **Alumni**: Promoting Events to MBA Alumni:
      - The MBA Alumni Society is able to send one “Save the Date” and one “Registration” email per core alumni events (Economic Breakfast, Golf Tournament, etc.).
      - POC will write the email including the email subject using the templates on pages 4 and 5. Please send this to Kristen Williams, director of volunteer board relations, at kwilla5@richmond.edu at least one week prior to when you would like to have the emails delivered. Kristen will send the committee member a draft email for review, and upon approval, will send the emails to MBA alumni.
      - Save the Date emails are typically sent two months prior to the event, or sooner. See Template #1 (page 4).
      - Registration emails are typically sent one month prior to the event. See Template #2 (page 5).
      - A list of registrants will be sent on a weekly basis to the POC until registration is closed.
   c. **Don’t underestimate the power of personal outreach!** Personally contacting classmates and friends is the best way to increase attendance.

3. **Event Planning and Development**: Alumni and students are primarily responsible for all planning aspects of their events. This includes securing space and catering, invitation development, managing registration, etc. For procedural questions, the MBA student POC can contact Tara Stewart for advice/guidance along the way. If you maintain communication with Tara throughout the planning process; she will ensure communication of event updates to pertinent RSB offices. For procedural questions, the MBA alumni POC can contact Kristen Williams, (contact information listed above).
4. **Timeline:** Below is the recommended timeline for planning events. This will vary by event and audience.
   - Lock in date, time, space and services (2.5 - 3 months out)
   - Determine how registration will be handled (2 - 3 months out, depending on event)
   - If you plan to send print invitations, send out (30 – 60 days, depending on event)
   - If you plan to send e-mail invitations, send out (30 – 60 days, depending on event) – provide the Alumni Office and/or the MBA Office with invitation text.
   - Send out reminder/registration email (15 – 30 days, depending on event) – provide the Alumni Office and/or the MBA Office with reminder text.
   - **Minimum 8 days out – close registration/must provide final numbers to University Catering/Caterer.**

5. **Engaging UR Campus Resources (see page 3):** For efficiency purposes, **only** the POC should engage campus staff or resources. Multiple group/committee members should not engage campus staff or resources separately.

   a. **Campus Space, Food/Beverage and Resources:** To check the availability of campus services, the POC can contact UR’s Events, Conferences and Support Services at (804) 289-8585 or through their website: [http://events.richmond.edu/contact/index.html](http://events.richmond.edu/contact/index.html).

   b. To request space on campus, go to the University Services website to complete an **Event Reservation Request Form** - [http://events.richmond.edu/planning/reservations/reservation-request-form.html](http://events.richmond.edu/planning/reservations/reservation-request-form.html). The form provides you the opportunity to request space on campus for a specific date and time. It will also allow you to specify what services you require for your special event (catering, security, parking, technology etc.). At this time you are basically providing the framework of the special event. It is recommended that you print a copy of the completed form for your records before you submit.

   c. After an Event Reservation Request Form has been submitted, a University Services Team Member will begin processing the event through the Campus R25 System. This allows them to check the availability of space, services, etc. You will then either obtain an e-mail confirmation letting you know what has been secured, or, an e-mail letting you know what is NOT available.

   d. **If you were not able to secure the preferred date, time, and space for the special event,** you will need to consider a new date, time, and space. Since you have already begun dialogue with a contact in University Services, you can continue communication with that contact. You do not need to submit another Event Reservation Request Form.

   e. **Catering:** Once you secure space and your request for food and beverage services has been accepted, a Catering Manager will be assigned to your event, and you will work with them to detail the event. **If University Catering has declined the event you will need to take the following steps.**
      - Check the University Services website for the Approved Vendors list ([http://events.richmond.edu/planning/food-beverage-guide/approved-vendors.html](http://events.richmond.edu/planning/food-beverage-guide/approved-vendors.html)). If you plan to move forward with the event, you must contact and secure a caterer from this list. NOTE: do not print this list – as it changes daily.
      - Go to the University Services website and under the Forms tab complete and submit the Food Waiver Form to Heilman Dining Center for approval.
      - Obtain the signed approval from the Dining Center; you **must have this document on-site for event.**

   f. **Printing Services:** University Printing Services offers the following options: fliers, brochures, booklets, invitations, posters, signs, banners. See: [http://businessoffice.richmond.edu/offices/campus-services/printing/](http://businessoffice.richmond.edu/offices/campus-services/printing/) for details. Your Printing Services contact is Karen Pierce ([kpierce@richmond.edu](mailto:kpierce@richmond.edu) or 804.289.8527).
Events, Conferences and Support Services

http://events.richmond.edu/

**Mission:**
Events, Conferences and Support Services is dedicated to strengthening the University of Richmond community by providing comprehensive event management services and cultivating lasting relationships with clients, partners and service providers. ECSS strives to provide a welcoming environment, dynamic facilities and quality customer service for each client both within the university and the surrounding community.
Subject: MBA Alumni Society Tailgate Nov 19—Save the Date!

Join the MBA Alumni Society and the MBA Leadership Council to cheer on Spider Football!

**Saturday, November 19, 2011**
**Richmond Spiders vs. William & Mary Tribe**
**Robins Stadium Parking**

**9 a.m. - noon Pre-Game Event**
Spider Village at Millhiser Green

Join us in Spider Village for beverages, food, and the opportunity to connect with current MBA student and alumni.

**Noon Richmond vs. William & Mary Football Game**
Robins Stadium
To purchase game tickets, please call the
Robins Center Ticket Office at 1-877-SPIDER-1.

To join us for the pre-game,

[REGISTER ONLINE](#) by November 9.

Questions? Call Patricia Wescott, (804) 697-8983

*MBA Alumni Society Board Member*

**GO SPIDERS!**
Template #2, Registration or reminder email for alumni events (usually a change to the subject line and a link to registration, if it was not included in the save the date)

Subject: MBA Alumni Society Tailgate Nov 19—Register Now!

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