

CCSW – AP Event Management Guideline

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Introduction

This guideline will walk you through the steps for starting your event planning and completing through the end. Following these steps will help you succeed in generating your ideas, planning arrangements, and holding your event.

If you have questions about planning an event, please contact either of the CCSW AP subcommittee co-chairs, Jacquelyn Jancius (6-7040, jancius@uic.edu) or Yesim Anter (3-1974, yanter1@uic.edu).

General Information

Before you start planning your event and going through the recommendations in this guideline, here is some useful, general information about CCSW-AP events:

1. These events are designated as an official Chancellor's Status Committee meeting thereby considered approved for employee participation. Be sure to write your flyer and event announcement "This is an official Chancellor's Status Committee event and thereby considered approved for employee participation."
2. The events are usually no longer than one hour in length, and held during the lunch hour to accommodate APs' schedule. Often we will let people know to bring their lunch or you may consider calling the event a "brown bag" to let people know that they can eat lunch during the event.
3. **Possible Locations:**
We recommend visiting the space prior to booking the space for the event if you are unfamiliar with the space. We also recommend finding a space that does not charge a fee. Listed below are several possible spaces that typically do not charge a fee for use of the space. However, with use of any space, we should respect the rules of the host organization, keep the space tidy and return it to the condition or better in which you found it.

East Campus

- Latin American Cultural Center, <http://www.uic.edu/depts/lcc/>
 - Please contact the Center at 312-996-3095 or lcc@uic.edu for more information or fill out our online Space Reservation Form.: <http://www.uic.edu/depts/lcc/>
 - Space is a large room with a small stage and can accommodate up to 50-60 people.

West Campus

- Molecular Biology Research Building (MBRB) –
 - There is a large auditorium space that can seat approximately 150 people and a conference room that can fit approximately 40 people. No charge for these rooms.

- Let your participants know that entrance to this building is on Marshfield (they cannot access the entrance on Ashland without a key card).
- Contact CCSW AP subcommittee member, Rosalba Angulo, rosalbaa@uic.edu.
- College of Pharmacy Learning Center,
 - This is a new facility with several types of rooms (conference rooms, large classroom, and computer room).
 - Supposedly these rooms are available for use without charge in order to start promoting them on campus.
 - Contact Michelle Jayme 312-996-3997 or jayme@uic.edu.
- College of Medicine Research Building (COMRB)
 - COMRB is located on Taylor and Walcott
 - Several rooms are available, various sizes (conference rooms can accommodate a group of 40 participants). Contact information is located on the website.
 - Typically there is no fee for using these rooms.
 - <http://www.uic.edu/depts/mcam/chicago/reservations.shtml> ,
- There are available conference rooms in the campus that can be used without any charge based on the department's/unit's discretion and the room's availability. To obtain contact information for these departments, please contact the co-chairs.

Student Centers

Student Centers are located on the East and West Campus. Each student center offers a variety of rooms to accommodate different size groups. Student Centers typically charge a fee for non-student events (for example, in 2009, we used the Cardinal Room in Student Center East for 2 hours, with projector and microphones, total charge was \$300).

- For more information on Student Center East and West and to book a meeting room: <http://www.uic.edu/depts/meetings/>
- Using a room in either of the Student Centers requires that catering be done by campus catering (see details under the Food section of this guide).

Campus Recreation Centers

- We've used the campus recreation center on the east campus for an event on stress management. We paid a fee for use of the space (\$100), but we were able to negotiate the cost and the space with the space manager.
- The facility does require membership, so events that include non-members of the facility have to check-in. The organizers should provide the Campus recreation center with a list of participants.
- You do not have to use campus catering for food for events in the campus recreation centers.
- <http://imweb.ops.uic.edu/public/rec/>
- Contact Greg Kaefer for east campus events.
Greg Kaefer, Associate Director - Facilities
 (312) 413-5168
gkaefer@uic.edu

UIC Forum and Stukel Hall Auditorium

These are both really expensive options for space (we held an event in 2008, using the Stukel Tower auditorium, and cost us \$600 for use of the space, and \$50 for staff fee for a technician). Using this space requires setting up an appointment to view the space and for their staff to quote you a price for the use of the space.

- <http://www.uic.edu/depts/uicforum/>
 - Use of the Forum, does not require using campus or Forum catering.
4. **Possible dates:** The speaker(s)'s availability determines the event date most of the time. Based on an earlier survey response, Monday is the least convenient day for many people whereas noon time on Thursdays usually have tendency to serve best to most of the APs availability. Note that APAC meetings are usually held on Thursdays (<http://www.uic.edu/orgs/apac/meetings.html>), therefore make sure to check out their meeting schedule and UIC Calendar (<http://www.uic.edu/htbin/eventcal/eventcal.fcgi>) to avoid conflicts with any other major meetings and lower turn-outs.
 5. **Format of the event:** The event format will depend on the type of activity you are organizing. If it is an event aimed at giving information on certain policies and/or UIC announcements, power point presentations by the speakers may be useful, but they are not a requirement. If the event goal is networking or a less formal discussion, a panel style arrangement is preferred. The format also depends on the number of speakers the event is hosting. A one-hour event with several speakers might not allow enough time for every speaker to give a PPT presentation. Depending on the type of the event, keep Audio-Visual requirements in mind when reserving a room.
 6. If the event is a Brown Bag event, the attendees may bring their own lunch to the event.

Food/Catering: Keep in mind that when there is a cafeteria or a restaurant operated by Aramark in a campus building, due to the agreement between UIC and Aramark, we are under obligation to do business with Aramark if we want to serve food in our event. We are not allowed to purchase and bring food from outside sources when the events are organized in these buildings. Due to constraints in our budget we would like to avoid using campus buildings (such as Student Center East/West and SSB) that under Aramark contract as much as possible. Food can be brought from outside if the events are done in any other building that is not under contract.

Food is always an incentive so light refreshments are usually good to have, such as veggie/food trays or cookies and drinks. We usually caution everyone about purchasing packaged foods such as snack/protein bars or bags of chips since people have tendency to take more than one and pack their pockets with them. This can be prevented either by putting a little on the food table and putting the rest out later or just purchase consumable, finger food. We will facilitate your reimbursements. Fill out a reimbursement request form; attach original receipts, a copy of the event announcement and send your request to one of the co-chairs, who will process the request for reimbursement. An important thing to know is that you will not be reimbursed for the sales tax. Therefore make sure

you have a copy of UIC's tax exempt letter with you at the time of the purchase. The stores will not charge you with the sales tax if you present them this letter.

When serving food at an event, it is critical to invite at least 2 outside guests to the event. Examples of invitees can include Karen Peters from CCSW-Rockford, Hillel Center, John Paul II Newman Center, Agape House, etc. You need to document the outside invitations by printing the emails you send to these outside invitees.

- 7. Marketing/Advertising your event:** Marketing your event can be done through a variety of channels, with the preference being those that do not charge a fee. In general, although you are the event organizer and the person to whom people may RSVP, we prefer to communicate the message through one of the co-chairs. We generally begin advertising for the event approximately 2-3 weeks prior to the event, and then we send out general reminders about the event as the date of the event approaches.

Free Marketing Channels

- Post the event on ACADEMY and PACADEMY (APAC) listservs. Send your event announcement to the CCSW AP subcommittee co-chairs and one of the co-chairs will post your event to each listserv.
- CCSW Newsletter – During the academic year, each month, the CCSW transmits a newsletter through Massmail to the entire campus. Send you event announcement to the AP co-chair who will submit the announcement to the CCSW members that organize the newsletter.
- APAC Newsletter. Send your request to APAC
 - <http://www.uic.edu/orgs/apac/>
 - Contact Bill Bike, billbike@uic.edu
- CCSW AP Subcommittee email list – This list is kept by the AP co-chairs. Send your event announcement to the co-chairs to distribute. Indicate the desired date for distribution.
- UI Calendar: You can upload your event on UIC calendar and set the frequency of the calendar announcements.
 - See the website on how to submit or modify events:
http://www.uic.edu/htbin/eventcal/eventcal.fcgi?&dispatch=helppage&src=help_howto
 - <http://www.uic.edu/htbin/eventcal/eventcal.fcgi>
- Post flyers around campus. With regard to the fliers: The effectiveness of fliers is doubtful. We are not sure how many people read them. And printing them will be costly.

UIC MassMail (not free)

- UIC Massmails reach the largest audience but also costs money.
- A massmail to student and faculty/staff costs \$250. We typically send a massmail to just faculty/staff, which costs \$125.
- Visit the website below for detailed instructions on how to send your massmail.
- <http://www.uic.edu/depts/paff/newsbureau/massmail.html>

- We recommend using the CCSW newsletter to communicate the message through massmail since the newsletter massmail is covered by the general CCSW budget (not our subcommittee's budget).
8. **RSVP List:** Typically 30-50 people attend our events. Events where specific UIC issues or policies are discussed have higher attendance. It is important ask people to RSVP and keep a list. Designate one of the organizers of the event collect the RSVP and keep an eye on the numbers. If you reach 85-90% of the room capacity two-three weeks before the event, consider the option of finding another location that can accommodate a larger audience. Communicate any changes in room location to the members of the RSVP list and to AP co-chairs.

We recommend the event organizer maintain the RSVP list and contact all individuals on the RSVP list at least 1 day prior to the event to remind them that they have signed up to attend. Some events may have limited capacity and it is worth noting in the event announcement information such as “space is limited,” “RSVP is required (or not required, in some cases),” or “If you cannot attend the event, please be sure to un-RSVP so that others may be able to attend.”

9. **Co-sponsors for the event:** Consider inviting another Chancellor's committee, APAC, and/or another relevant UIC unit to co-sponsor the event. Involvement of other units will bring additional resources (money, people to organize, and a larger audience to market the event to). Some committees have a specific sponsorship request form, check the committee's website for forms and contact information.
- APAC – Academic Professional Advisory Committee (APAC)
 - <http://www.uic.edu/orgs/apac/>
 - Chancellors Committee on the Status of Women (we have several sub-committee that can also get involved – and have budgets)
 - <http://www.uic.edu/depts/ccsw/>
 - Chancellor's Committee on the Status of Blacks (CCSB)
 - <http://www.uic.edu/depts/ccsb/index.html>
 - Chancellor's Committee on the Status of Latinos (CCSL)
 - <http://www.uic.edu/depts/lcc/CCSL/>
 - Chancellor's Committee on the Status of Lesbian, Gay, Bisexual and Transgender (CCSLGBT)
 - Chancellor's Committee on the Status of Persons with Disabilities (CCSPD)
 - <http://www.uic.edu/orgs/ccspd/>
 - Chancellor's Committee on the Status of Asian Americans (CCSAA)
 - <http://www.uic.edu/depts/ccsaa/funding.html>

Recommendations:

1. Collecting information for your event: Meet with your co-planner/organizer to go over certain aspects of the planning. It often works best to have one person assume the lead role (including being the decision-maker). Develop a plan (what do you need to do to get

- the event organized, who will take on each task?). Talk to AP co-chairs who are a resource for you to use any time you are not sure how to manage or organize your event.
2. Make a checklist. Make it detailed as much as possible. Include deadlines and name of the people who are in charge of certain tasks.
 3. Consider making a table of milestones, beginning as early as 8-10 weeks in advance. Putting together a timeline will give you a visual display of certain tasks week by week. Try to have your speakers and date of the event established at least 4 weeks prior to the event. The next priority is to establish a location. The lastly, after you have an estimate of how many people will attend (through the RSVP) order food accordingly.
 4. Meet with your co-planner regularly; be in touch about the progress and/or the obstacles that need to be overcome.
 5. When inviting the speaker(s), use a template email to include information such as when/where/what (suggested discussion topics)/format of the event. If some of this information is not determined at the time of the invitation, then send them another email/letter updating them on these details when they are all set. Determine the wording with your co-planner. Once the speakers accept your invitation, wherever applicable, consider contacting to their assistants in the office to communicate and confirm the details
 6. On the day of the event, (you or your co-planner or both) arrive to the event location at least 45 minutes before the start of the event to set up the room for the event. Rearrange the seating if necessary, arrange a food table, determine where the speakers will be seated, put the directions/fliers around if needed.
 7. A sample checklist, table of milestones, invitation letters and event announcement can be found at the appendix, at the end of this document.

Acknowledgement

The authors of this document, Y. Anter and J. Jancius, acknowledge Kris Zimmerman for her invaluable feedback and contributions to the improvement of this guideline.

Appendix I: Sample Checklist.

Below is a copy of the checklist created by Yesim Anter and Pelin Kadercan who organized the “Supervision and Management” event on April 9 2009.

=====

Before Thursday, April 9

- Secure the location of the event. Person(s) in charge: _____
 - Secure a conference room.
 - See this room before the event to understand the logistics; table & seating arrangements, directions. Find out where the restrooms are.
 - Understand the terms of use, such as cleaning up after the event.

- Food and Drinks: Person(s) in charge: _____
 - Determine Food & drinks and quantity (expected # people:.....): _____
 - Sum up the total (Your budget \$): _____
 - Person(s) purchasing the food: _____
 - Person(s) bringing the food to the conference room: _____
 - Arrange food & drinks on the table by 11:30 am

- Due diligence on the speaker(s)’s background. Completed on or before: April 3 2009.
 Person in charge: _____

- Make a research on the internet about speakers.
 - Get in touch with her colleagues, aides or assistants working in the department to gather information about the speakers.
 - If needed: Get in touch with speakers: confirm your introduction or ask for a short bio or a couple of sentences of introduction (Be careful not to give the impression that you invited the speaker without knowing who the speaker is or what she does)
- Send Reminders on March 6 (appx 1 month in advance). Person(s) in charge: _____
- Put together the appropriate wording for the following email by March 4 2009.
 - Send a confirmation email to speakers (customize the email for each speaker if necessary). Contents of this email will include:
 - 1) details of the event,
 - 2) format of the event,
 - 3) other speakers,
 - 4) Participants etc.
 - 5) Give them clear directions to the conference room from their office.
 - 6) Ask the speakers if they need transportation on the day and let them know by what time they are asked to be there.
 - 7) Ask them if they have dietary concerns for us to know since we will have food available during the event
 - 8) Ask them whether they will prepare a ppt presentation or have materials to distribute (even though it is not required). Ask them to let you know within 1 week in order to reserve electronic equipment in this room.
 - 9) Give them a phone number to reach you in case of an unprecedented event.
 - 10) Attached the agenda that you will prepare (see below). Person(s) in charge: _____
 - Send an email to the person who books the room to confirm the details such as our contact information for the day, by when she can expect to see us on the day of the event. Confirm whether or not she is going to be there just in case. If not, ask if there will be someone else. Person(s) in charge: _____
- Announcements:
- Put together the announcement and send it to Kris by Monday March 9. Person in charge/facilitates: _____
 - Announce the event in UIC Events Calendar by Friday March 13. Don't forget to choose the frequency. Person in charge/facilitates _____
- Agenda (for internal use, I suggest not to distribute to our audience to avoid unnecessary paper waste –sustainability-) Person in charge: _____
- Tentative Agenda: Put together an agenda of the day: Order of speakers, welcoming remarks (by whom), discussion time, wrap up... by Wednesday March 4.
 - Send this tentative agenda to the speakers on Friday March 6.
 - Once all confirmed, finalize the agenda on or before Monday March 16.

- Miscellaneous:
 - Put together some back-up questions (in case our audience doesn't ask many questions) and send them to each other by Monday April 6. Person in charge: _____
 - Communicate with the next event organizer (in May) if she would like to take the nonperishable food items if there are left-overs. _____
 - Prepare flyers and print them in colored paper, attach them on the doors, windows. Person in charge: _____

Event Day & During the Event

- Don't forget to bring Clorox or cleaning supplies to the conference room w/you.
- Directions. Person in charge _____
 - Put arrows in the building to the Brown Bag seminar location (if necessary). Have the directions put in place by 11:30 am.
- Food. Person in charge: _____
 - Food and drinks are arranged on the table by ___11:15___ am
 - Put bottles of water, cups and a tissue box for the speakers.
- Timing:
 - At 11:55 am have people be seated.
 - At 12:00 pm: Welcoming remarks and introduction of the speakers by _____ (one of us)
 - At 1 pm: Thank all the participants & speakers.
 - Adjourn and wait for everybody to leave
- Miscellaneous
 - Take notes during the event about 1) things that worked well, 2) things that didn't work so well, 3) opinions & feedback in order to evaluate ourselves and assess the event later.

After conclusion of the event: -On the day of the event-

- In the conference room to be completed by 1:30 pm. Person in charge _____:
 - Clean-up: Get rid of unused items, papers (meet the terms of your agreement for using this conference room)
 - Left-overs: Food & beverage. Save nonperishable items for the next event. Pass them to the next event organizer or keep them for another event yourself. Discard if necessary.

- Follow up:
 - Send a Thank you for participating note to our speakers, before the day ends
 - Send a thank you note to the person in charge of the conference room.


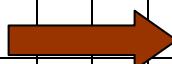

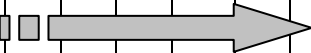





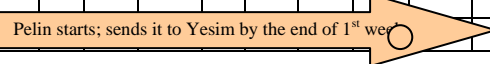
After the Event day

- We evaluate the event → for improving ourselves for future events by April 13. Sooner the better when everything is still fresh.

Appendix II: Sample Table of Milestones.

Below is a copy of the milestones created by Yesim Anter and Pelin Kadercan who organized the “Supervision and Management” event on April 9 2009.

February:

	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T	
TASKS:	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27			
Send 1 st set of emails																							
F/u via email or phone: Start 2/09. DL: 2/11																							
Send 2 nd set of emails (if the first set declines or no response)																							
(Send an email to a 3 rd speaker if the first two are already set)																							
2 nd Internal Meeting																							
F/u via email or phone: Start 2/20. DL: 2/25																							
Start putting together a back up plan if these speakers decline the invitations																							
Committee meeting																							
Implement the back-up plan: Send invitations: Deadline: March 2																							
Finalize the to-do list																							

March

	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T		
TASKS:	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27	30	31		
Secure the names																								
Secure the conference room																								
Announcement goes (determine with the committee)																								
Committee meeting																								
Confirm & remind speakers the details of the event																								

April:

	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR	F	M	T	W	TR
TASKS:			1	2	3	6	7	8	9	10	13	14	15	16	17	20	21	22	23	24	27	28	29	30
Determine food to be purchased																								
Event date																								

Appendix III: Sample invitation letter:

Dear

My name is and I am a member of the Chancellor’s Committee on the Status of Women (CCSW), Academic Professional Sub-Committee. Due to high demand among its members, our committee decided to organize an event on the topic of “.....” and I am pleased to invite you to participate and give a speech at our brown bag seminar as one of our distinguished speakers. The event will be held between x and y am/pm on .../.../2010 on east or west campus and it will be in the form of an informal, panel style discussion where attendants could bring their lunch and listen to the speakers. The scope is on, but not limited to

X minutes will be allocated for each speaker to talk about the suggested topics above followed by a Q & A discussion session between the speakers & the participants.

The participation is open to all academic professionals and the goal is to provide a forum environment to our community where they can take advantage of discussions and create their own networking.....

More details such as the location and information on the other speakers will be sent in coming weeks. The date of this event is However if you are not available that day, we are open to considering alternative Thursdays of this month since the date is tentative as of now. I will contact you in a few days to follow up on this invitation. We hope that you will accept our invitation. I would appreciate if you could let us know whether you can join our event or not by (date). If you have any questions or concerns, please do not hesitate to contact me.

We look forward to hearing your favorable answer.

Sincerely,
.....

Appendix IV: Sample confirmation letter to the speaker:

=====
Date

XYX,
Address
Chicago IL 60607
Phone:
Fax:
Email:

Dear

Last month, on behalf of the Chancellor's Committee on the Status of Women (CCSW) - Academic Professional Sub-Committee, I invited you to give a speech at our brown bag seminar as one of our distinguished speakers. And you have kindly accepted our invitation.

This message is a reminder that our event will be held between x and y pm on(date) on West Campus,street (address). (West campus map is enclosed)

As I mentioned before, the seminar will be in the form of an informal, panel style discussion where attendants could bring their lunch and listen to the speakers. The scope is on, but not limited to

Here are few other suggested conversation topics:

- o Xyx
- o Abc

Other speakers of this event areand You will have x minutes to talk about the topics suggested above. Question and Answers will follow up your discussion.

In the meantime, I would like to bring two questions to your attention:

- i- Some light refreshments will be available before the event. Do you have any dietary concerns? Please let us know by (date)
- ii- Even though this event will be in the form of panel discussion style and a power point presentation is not required, are you planning to distribute any supporting materials or are you planning to prepare a formal power point presentation? If so, please let me know within **one week** from receiving this letter so that we can make audio/visual arrangements in advance. We will be also happy to make copies of the materials for you if you can send it to me at least **two business days** in advance.

We have prepared attached agenda for your information. If you have any questions or concerns, please do not hesitate to contact me or the co-chairs of this sub-Committee, (.....@uic.edu) and(.....@uic.edu). My contact information is below and I can be reached on my cell (....)-....-.... on the day of the event.

Again, thank you so much for accepting our invitation and committing your time.

Sincerely,

Appendix V: Sample announcement

<p style="text-align: center;">The CCSW Academic Professionals Subcommittee</p> <p style="text-align: center;">Presents Brown Bag Lunch Event:</p> <p style="text-align: center;">“Event Name”</p> <p style="text-align: center;">Featuring:</p> <p style="text-align: center;">XYZ, Title, Affiliation</p> <p style="text-align: center;">Date & Time Location</p>

Address.

Please join us in a with our speakers who will talk about They will also give advice to professionals and faculty about

(if this event is a brown bag event). This event is organized as part of the Brown Bag Lunch series, so the attendants are welcomed to bring their lunches. Light refreshments will be served between x and y pm. (this part is written based on the type of the event)

This event is designated as an official Chancellor's Status Committee meeting thereby considered approved for employee participation. Please R.S.V.P to **abc (name of the organizer)** at 3-..... (campus phone) or email@uic.edu. (R.S.V.P. not required, but greatly appreciated.)