



## EVENT SCHEDULING GUIDE

### GENERAL CHECKLIST

1. Pick a date. Depending on the scope of the meeting or event, give yourself ample time for planning. Required minimum notice for event request to Library Marketing Department:
  - 30 business days - Simple event (no paid speakers, special equipment, catering, or promotional materials).
  - 45 business days – event with food or beverages provided by a caterer.
  - 60 business days – casual events with promotional materials, paid speakers, or special equipment/services.
  - 90 business days or more – formal or complex events with multiple activities, locations, services, etc.
2. Choose the event space (see Resources > Location below for information on booking space).
3. Determine budget. Possible expenditure items could include catering, audio visual services, promotional materials, paid speakers and associated travel fees, reserved parking, etc.
4. Complete an [Event Proposal Form](#). This includes an estimated budget; the proposal cannot be submitted to the campus Event Management System without it.
5. Once submitted, the Event Proposal Form will be automatically forwarded to appropriate Associate Dean/Director for review and approval. NOTE: if total budget exceeds \$1,500 or if a discretionary account is required, the Dean of the Libraries must also approve the event.
6. AD/Director should submit approved form to the Event Manager in the Libraries Marketing Department by replying to the automated email. Approval can be digital signature on the form or approval via email.
7. The Event Manager will submit request via the Event Management System (EMS) and follow up with event host. NOTE – submitting an event proposal does not guarantee reservation of the room / event space. If the space must be booked via EMS (see

Resources > Location below), we will reserve the space online through our EMS account.

8. For questions about the system, available space, UK event policies, etc. contact the [Libraries Event Manager](#)

## RESOURCES

### *Event Management Workflow*

#### **I. Event Host**

- Outlines vision for the event and provides details needed for campus event approval
  - timing
  - location
  - audience(s)
  - agenda
  - associated event components
  - staffing for set-up, execution, and clean-up
  - special supplies
  - special equipment/services
  - food/beverage
  - estimates overall expenses
- Makes final decisions regarding event logistics/deliverables
  - approves final agenda/program components
  - approves final event layout/menu
  - signs off on proofs for promotional assets/program needs/special giveaways
  - serves as or designates a site contact for event set-up/clean-up
  - ensures rentals/shared source event items are returned
- Serves as primary contact for main audience/event crew/special guests
  - deploys promotional assets to personal contacts and through email to groups within target audience
  - keeps event crew informed of plans and event news
  - distributes program plans, event information, and talking points to event guests
  - serves as site contact/host at the event

#### **II. Associate Dean**

- Reviews/approves event outline/budget
- Reviews/approves overages

### III. Event Manager

- Assists event host in bringing vision to life
  - Works with campus service providers and/or approved vendors to
    - secure event space on desired timeline
    - coordinate associated event components
    - reserve special equipment/services
    - place orders for catering and special supplies
    - arrange for delivery of shared source items
  - Requests official quotes and tracks expenses according to initial estimate; submits overages to host and AD for review/approval
  - Works with UKL Business Office for payment of event expenses
  - Serves as first-line review of proofs for promotional assets; submits final proofs for review/approval
  - Receives and counts special order items, provides documentation of receipt to Lib-BO, and arranges delivery in time for event
- Works with Marketing Team to create a communications plan for the event
  - Drafts timeline and talking points for program participants
  - Develops creative content to promote event on libraries/campus communications channels. Promotional efforts may include the following tiers:
    - **Tier 1** – Social Media posts and Libraries website content (Library News & Updates; Events Calendar)
    - **Tier 2** – Email Announcement (ALL LIB), Save the Date & Invitation, Digital Display, PLUS Tier 1
    - **Tier 3** – Print Design (flyer, postcard), Campus-wide Communication (UKNow Article, Wildcat Rundown), PLUS Tier s1 & 2
    - **Tier 4** – Printed RSVPs & Invitations, PLUS Tiers 1, 2, & 3
- Schedules deliverables and promotions
  - Ensures event promotions are deployed to UKL/Campus communications channels according to plan
  - Deploys content to mass communications channels according to proposed timeline
  - Arranges delivery of special order and shared source items including variety of promotional giveaways and select event equipment
  - Maintains select lists of student group/campus/community contacts
  - Provides assets/lists for event host to share personally with target audience, event crew, special guests

### *Choosing a Location*

Descriptions of many campus venues can be found on the EMS website. A facility coordinator is the individual responsible for reserving a facility and/or space. You can browse locations and check date availability on the EMS website as a guest user. Click [here](#) for the website.

For more options, visit the [Campus Meeting Facilities page](#).

## ***Catering / Refreshments***

If catering is required, a UK approved caterer must be used. To view UK approved caterers, please see [https://purchasing.uky.edu/sites/default/files/2020-09/catererslist\\_0.pdf](https://purchasing.uky.edu/sites/default/files/2020-09/catererslist_0.pdf).

Most caterers require a minimum of 3 business days to process a small catering order. For a larger event, order 10 or more business days in advance.

UK Dining (Aramark) is the most commonly used caterer; they offer “per person” package deals as well as customized catering to suit your needs. [Click here](#) to view their options. NOTE: UK Dining charges a \$15 delivery fee for all catering orders outside of the Student Center, so be sure to include this in your budget. We will place your catering order for you; just find the items / options you want and contact the [Libraries Event Manager](#) with your selection(s).

If you wish to purchase your own snacks, food trays, etc., food items can be purchased from a grocery store with a procurement card. Please note that if the items are not pre-packaged and can spoil (i.e. deli trays) a certified food handler must be onsite during the event to oversee setup and service of the items. This certification can be obtained online for the cost of \$23 and is valid for 3 years. Click [HERE](#) for details. Please contact the [Libraries Event Manager](#) if you are interested in obtaining the certification.

## **Food & Beverage Quantity Guidelines**

### ***Paid Speakers***

If your event includes paid or honorarium speakers, please indicate this on your event form so we can ensure they are set up for payment. Please note any travel, lodging, or transportation arrangements that are required for external speakers, and allow extra time for arranging all the details.

### ***Parking/Transportation***

If your event attendees are not a part of the UK community and you wish to provide parking, please note it on your event proposal request and the event coordinator will work with you on reserving spaces or providing temporary parking passes. Please note UK Parking must receive the request at least two weeks prior to your event.

If you need bus or charter service for a group, contact the [Libraries Event Manager](#). Please note it is important to submit your request at least two weeks prior to your event. There is a three-hour minimum for all charter services at a rate of \$75 per hour (\$225) and \$75 for each additional hour. Please note UK buses will not visit distillery locations.

Motor pool can also provide some smaller 25-to-35-person shuttle buses for a lower rate (average of \$30 day plus mileage rate).

Blue Grass Tours is a local bus service with 55-passenger motor coaches.

If you would like to reserve a golf cart, please contact the [Libraries Event Manager](#). Golf carts are available in the garage of Peterson Service Building. You must meet certain criteria before operating a cart...

1. Possess a valid driver's license
2. Successfully complete a University Motor Vehicle Record (MVR) Release of Information Form
3. Successfully complete the University's Cart Safety Training Program

You may use University carts only during the performance of official University business. Once you have met the criteria listed above, remember to always operate carts in a safe and courteous manner. Cart operators must observe all vehicle traffic laws (i.e. stop signs) and travel on sidewalks, University bicycle lanes and paths.

For more information about using a golf cart and where to find the required training, review UK policy [D-1-3](#) which governs **Golf Carts and Utility Vehicles**.

## ***Alcohol Policy***

Administrative Regulation 6:4 outlines the sale and serving of alcohol on campus. The EVPFA may authorize the serving or sale of alcoholic beverages on University property or at University events, provided that such use does not violate any law or University regulation and meets all of the requirements of this regulation. In addition, reservation of any facility is subject to approval of the University official responsible for the facility, and reservations are subject to University Regulations on facilities.

Approved events at which alcohol beverages are served or sold shall meet the following requirements:

1. Be a private event and not open to the public
2. Be an event for which tickets have been sold or invitation or membership is required
3. Be held at a designated space in one of the facilities or areas listed in Section VIII.A below or inside another specifically designated and approved space
4. Be an event where the majority of the attendees are age twenty-one (21) and above.

UK Catering or a caterer officially approved by the UK Purchasing Division and licensed and in good standing with the Kentucky Alcohol Beverage Control Board shall be responsible for the serving and sale of the alcoholic beverages on University property or at University events.

For more information regarding alcohol on campus, visit [Administrative Regulation 6:4](#).

## ***Tables/Chairs/Custodial***

[Facilities Services](#) offers a number of services to help plan and make your event successful. This includes equipment for individuals or groups hosting events on campus. The information found here is designed to guide you in ordering these services, providing the detail and the cost for each service, as well as the method to use when requesting them. Please contact the [Libraries Event Manager](#) if you are interested in any of these services.

## ***Audio Visual Services***

[University Production Services](#) provides sound, lighting, and video projection support for all kinds of events on campus, both large and small. From concerts to lectures, movies to plays, fashion shows to press conferences, and everything in between, we provide the technical support you need to make your program a success. Please email [USL@lsv.uky.edu](mailto:USL@lsv.uky.edu) or call 859-257-6617 to find out how we can help you with your event. Requests for user services can be made online.