

UF Law: Plan an Event Guide Student Edition

Date modified: July 2022 (Straley)



Congratulations on your great event idea! To assist you with implementation, here is a “HOW TO” guide on planning the event.

If you should have any questions, or need advice, please contact:

- Conference and Event Operations
 - Conference and Event Planner | Dave Straley | straley.david@law.ufl.edu

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AT LEAST 3 MONTHS IN ADVANCE

Important Questions To Ask:

- What is my vision of the event? _____
- What is my goal/intention of the event? _____
- What is the takeaway I would like my guests to have? _____
- Does this event align with the UF Law goals? _____
 - To enhance UF Law’s reputation in the eyes of U.S. News voters, primarily by promoting faculty and their scholarship
 - To recruit a highly credentialed, diverse class
 - To strengthen and support UF Law’s efforts to attract financial support

Will the Event Have Expenses?

Budget amount: \$ _____

- If yes, follow the steps below.
- If no, continue to select dates.
 1. To request funding for your event, submit the UF Law Budget Request form (<https://www.law.ufl.edu/fundrequest>). NOTE: It can take two to three weeks for you to get a response. It is best to submit early!
 2. You will receive a response with your approved budget amount, and chartfield number. Refer to this information throughout the process, as it will be necessary information for budget authority to address payments.
 3. Create a budget. An example budget template may be found below for reference.

Event Budget Template [EXAMPLE]

Expenses:	Amount	Quantity	Total
Travel			
Lift Restrictions on Parking Lots			\$ -
Parking (Lift or Passes)			
AV			
Technological Fees			\$ -
Décor			
Decorations			\$ -
Venue Rentals (if off UF Law Property)			\$ -
Furniture Rentals (Tables, chairs, etc.)			\$ -
Table Cloths			\$ -

Food			
Breakfast Day 1			\$ -
Lunch Day 1			\$ -
Dinner Day 1			\$ -
Reception Day 1			\$ -
Misc.			
Printing/Program/Supplies			\$ -
Total Expenses			\$ -

Have You Selected the Date/s?

Date/s: _____

- If yes, follow the steps below.
- If no, please review the Master Calendar when selecting the dates and then follow the steps below.
 1. If you are unsure of which date to pick, trying to prevent conflicts with other events, please view the Master Calendar to view what is taking place on the preferred date for the event. (Calendar of events: <https://www.law.ufl.edu/calendars>)
 2. To request to reserve a room, fill out the room reservation form Visit <https://www.law.ufl.edu/calendars>. Under #3 “Schedule Rooms” please choose “ UF Event Form”. Login with your Gator1 credentials. From there you can input all the required information and place your room/event requests for the various spaces (if they are available). After that, the event will be placed in a dashboard that can be approved or denied.

Does the Event Have Special Guests/VIP?

VIP guest/s: _____

- If yes, follow the steps below.
- If no, continue to parking for non-UF guests.
 1. There are many special guests who attend, or speak, at events. Please note these guests on your room request form (<https://www.law.ufl.edu/calendars>).
 2. If you are unsure, or the VIP is not confirmed, please note to update the Conference and Event Planner as soon as the VIP guest/s are confirmed (Dave Straley straley.david@law.ufl.edu)
 3. Some speakers may have a speaker fee, and some may have an honorarium. All honorariums are reviewed by the Associate Dean of Faculty Development, and then presented to the Dean for review.
 4. If an honorarium has been offered, send the speaker the honorarium to fill out, and request their speaker bio, and high definition photo. The honorarium paperwork is submitted after the event concludes, along with expenses. The speaker bio and photo may be used for marketing pieces (poster, program, website, etc.). Please note this in your budget.
 5. Request that the speaker arrive 1 hour prior to the event. If they have a PPT, or presentation, please have them send this to us ahead of time (at least 48 hours) so that UF Law’s IT team can confirm it is in the correct format. Be sure this time is considered with their travel arrangements, and room reservation time.

Does the Event Need to Secure Parking for Non-UF Guests?

Passes or lot lift secured and cost: _____

- If yes, follow the steps below.
- If no, continue to guest transportation.
 1. Parking passes: Passes (\$2/pass) may be provided to those with non-UF guests, in the Administrative Hub (Holland Hall 164). Request from your guests their full name, and license plate number. If they are driving arental car, ask them to text or call you with this information, so that you may be ready for their arrival, and meet them in the parking lot with the pass. These passes may be requested in advance of the event (if all the required information is gathered), and then picked up the morning of the guest’s arrival. Contact Dave Straley (straley.david@law.ufl.edu) with your request (guest name, license plate number, and approved fund request to pay for the passes).
 2. Lifting lots: If you are expecting over 25 guests, lifting the green parking lot may be an option. Dave Straley will be able to coordinate parking lifts. You will need to email him your event name, date, time, parking request, and your approved fund request. The cost is \$100 to lift the green lots surrounding UF Law. This will *not* guarantee the guests a space, but will make sure they do not receive a ticket during their visit.
 3. Holding parking spaces: If you are expecting over 25 guests, and you *need* to guarantee that they have a parking space upon their arrival, then placing a request to hold part of a lot is an option. You will need to email Dave Straley your event name, date, time, parking request, and your approved fund request. The cost is \$39/attendant to secure the amount of spaces needed, with a minimum of 3 hours. The location of the secured spaces is typically in the greenlot, close to Village Drive.
 4. For general parking information use the following link at <http://parking.ufl.edu/parking-at-uf/event-parking/>

Does the Event Need to Request the Dean to Speak at the Event?

Speaking time: _____

- If yes, follow the step below.
- If no, continue to reserve the meeting room space.
 1. If you would like to request the dean to speak at your event, please fill out the dean’s speakingform (<https://www.law.ufl.edu/about-uf-law/request-dean-participate-event>).

Does the Event Need Meeting Room Space?

Meeting room building/room number and cost: _____

- If yes, follow the steps below.
- If no, continue to setups.
 1. Based on your vision, goal and intention of your event, you may already have a meeting space picked out. Be sure to place your reservation early and pay special attention to matching your room with the estimated guest attendance. Overflow space may be needed, breakout rooms, or a specific setup style may determine the optimal location.
 2. To reserve your room at UF Law, fill out the room reservation form (schedule rooms: <https://www.law.ufl.edu/calendars>). If there are no other event conflicts, you will receive a confirmation email with your event’s date, time, and room number.
 3. Review the terms and conditions of the space. (<https://www.law.ufl.edu/calendars>).
 4. If the event is outside, be sure to rent a space in the event of inclement weather.

5. If you are unsure of which date to pick, trying to prevent conflicts with other events, please view the Master Calendar to view what is taking place on the preferred date for the event. (Calendar of events: <https://www.law.ufl.edu/calendars>).
6. Additional UF venue options may be found at (<http://aa.ufl.edu/resources/uf-rental-facilities/>).

Does the Event Need a Specific Setup?

Meeting space setup: _____

- If yes, follow the steps below.
- If no, continue to registration and website services.
 1. On the room request form (for UF Law), or other venue's request forms, be specific on your setup needs. Will you need theatre seating (only chairs), classroom seating (narrow tables with chairs), banquet seating (round tables and chairs), picnic seating (6' or 8' tables and chairs), buffet tables, bar (single sided or double sided), cocktail tables (high tops for standing, or with chairs for sitting), or an open/clear space for games.
 2. UF Law will be happy to provide certain equipment, but if we do not have something the Conference and Event Planner (Dave Straley straley.david@law.ufl.edu) will be happy to offer you with suggestions on where to rent the desired equipment.
 3. Custodial services: On the room request form (for UF Law), please note if you are having food, and if trash needs to be emptied throughout the event (all day with multiple food offerings), or only at the conclusion.
 4. UF Law may be able to provide tablecloths for rectangle tables only. Please reach out to the Conference and Event Planner (Dave Straley straley.david@law.ufl.edu) to see if they will be able to assist.
 5. Review the Event Planning Checklist to evaluate the event's needs. (Checklist can be found on the last two pages of this document).

Risk Management and ADA Compliance

Number of officers and cost: _____

1. The UF Emergency Response website has excellent resources to reference (<https://emergency.ufl.edu/>).
2. If there is concern for guest safety during an event, please contact Conferences and Event Planner (Dave Straley straley.david@law.ufl.edu) who will discuss options and put you in touch with the UF Police Department. They will be happy to discuss safety concerns, and arrange officers to be present. (NOTE: That this will likely be an added cost from UPD).
3. Do not exceed the maximum number of people that can fit in the designated space.
4. At the beginning of each event, welcome guests, and remind them where all the exits are located, and where the nearest AED can be found, in the event of an emergency.
5. All UF classrooms are ADA compliant, but it is still very important to ask this question in the registration process. "What do you need to fully participate in this event?" This question may allow guests with mobility, hearing or vision disability, etc. to note what they would need in order to fully participate. (<https://www.ada.gov/business/accessiblemtg.htm>).

AT LEAST 2 MONTHS IN ADVANCE

(Review all points in the above section, and...)

Does the Event Have Audio-Visual Needs?

List of AV needs and cost: _____

- If yes, follow the steps below.
 - If no, continue to stage rental.
1. Request from your speaker their AV needs. Will they need a handheld or lapel microphone(s), LCD projector and screen, a white board, video capability to show a YouTube clip, internally live stream to another classroom, record the session, or do they have embedded files in their presentation. Remind them to save their presentation on a flash drive, email it to you (if permitted), and email it to themselves. It is better to have backups if issues arise.
 2. Request UF IT assistance, based on the speaker's and the event's needs, via submitting a ticket (visit <https://www.law.ufl.edu/technology-services> and click on "create a ticket"). Schedule a session with UF IT to learn how to operate the computer, projector, and lighting at least 1 week prior to the event.
 3. Request live streaming of the event. If the event will be streamed to anyone outside the College of Law, contact Academic Technology. Academic Technology has a Video and Collaboration Services office that is able to assist with video conferencing, recording, and live streaming of events. Their website is <https://video.ufl.edu/streaming--recording/live-and-hybrid-events/>
 4. If the event is recorded or live streamed, be sure to have the speaker fill out the Live Stream speaker consent and release form (<https://www.law.ufl.edu/law/wp-content/uploads/2014/09/Speaker-Consent-and-Release-Form.pdf>).
 5. Contact the UF Help Desk regarding any internet access or personal computer questions. Their website is <http://helpdesk.ufl.edu/>.
 6. Comply with copy right laws and be sure to receive full permission to post material that is borrowed.
 7. Learn how to use the self-service computer panel in each room which provides controls for PowerPoint projection, microphone, and monitors internet access. It is recommended to schedule a meeting with UF IT, at least one week prior to the event, to review the controls and/or ask questions. Room equipment will not be augmented for event. Only existing room equipment will be available.
 8. Conference call/video meeting: ZOOM technology: (<https://video.ufl.edu/conferencing/zoom/>)

Does the Event Need to Rent a Stage?

Size of stage rented and cost: _____

- If yes, follow the steps below.
 - If no, continue to food and beverage.
1. There are multiple vendors that rent stages. Please reach out to Dave Straley for stage equipment providers. Then, review quotes, and make sure they align with your budget (note rental fees with setup/strike fees).
 2. Please be sure to rent the space the day prior, to allow for installation, and notify the Conference and Event Planner (Dave Straley, straley.david@law.ufl.edu).

Will the Event Have Catering?

Catering quantity and cost: _____

- If yes, follow the steps below.
- If no, continue to serving alcohol.
 1. Will the event require catering? If so, research local catering options to fit your needs. The UF approved catering list may be found at (<https://www.bsd.ufl.edu/catering/Caterers>). Keep in mind that UF holds a contract with PepsiCo (<https://www.bsd.ufl.edu/catering/>).
 2. Identify the guest count and estimate the number of guests that may not show (typically this is around 10%). However, you know your audience best, and base your numbers off the event's history.
 3. Determine the different catering options and send the Conferences and Event Planner your requested itemized menu(s) for food service. Please be aware that there are service and delivery fees, in addition to the per person quotes you receive.
 4. Notify The Conference and Event Planner when you would like the food service to begin and when the food service is going to end, in order to request the appropriate delivery and set up times.
 5. Chartwell's (Palm and Pine) is the only caterer that can provide catering services in Bruton-Geer.
<https://businessservices.ufl.edu/services/catering/classic-fare-exclusive-catering-locations/>
 6. Caterers, or decoration rental companies, may provide tablecloths for any and all tables. Be sure to discuss this with them during the planning process, and understand all fees that coincide with linens, centerpieces, chinaware, plastic ware, etc.
 7. Reasonable range of prices per person. (Please note these do not include service or delivery fees)
 - o Breakfast: \$8.00-\$12.00
 - o Lunch: \$10.00-\$15.00
 - o Dinner: \$20.00-\$30.00

Will the Event Serve Alcohol?

Alcohol quantity and cost: _____

- If yes, follow the steps below.
- If no, continue to decorations.
 - The UF approved caterers who may serve alcohol may be found at (<https://www.bsd.ufl.edu/catering/Caterers/Index>). Note, there is a difference between caterers who may serve alcohol (no registration fees, and free event), and caterers who may sell alcohol (registration fees, or cash bar).
 - The sale and/or service of alcohol on UF property is subject to the approval of the University of Florida's Office of the Vice President for Business Affairs (204 Tigert Hall, Fax 352-392-6278). To receive permission, please email the Conference and Event Planner (Dave Straley straley.david@law.ufl.edu) who will work with you individually to get alcohol approval.
 - NOTE: You MAY NOT SERVE alcohol on UF Property (including UF Law) during normal business hours of Monday – Friday, 8a – 5pm.
 - NOTE: You MUST have secured a caterer prior to submitting an alcohol approval form.
 - The complete UF Alcohol Policy may be found at <https://policy.ufl.edu/policy/alcoholic-beverage/>

AT LEAST 1 MONTH IN ADVANCE

(Review all points in the above sections, and...)

Will the Event Need Decorations?

Decoration quantity and cost: _____

- If yes, follow the steps below.
- If no, continue to messaging and outreach strategies.
 1. Real candles are not permitted in UF venues, but battery operated candles are welcomed.
 2. Please be respectful of colors/themes and their relation to the guest's identities and cultures.
 3. Palm plants, pipe and drape, or additional linens may be rented, but please order them the day prior, and have them picked up the day after the event. This will assist in setting up early. Be sure to rent the space the day prior, in order to set up decorations, and secure the space overnight.
 4. When planning your timeline, please set up at least 2 hours prior to the event start time.
 5. If signs need to be placed on the doors, please use blue painters' tape on the glass (only if necessary).

Messaging and Outreach Strategies

Printed messaging quantity and cost: _____

- If yes, follow the steps below.
- If no, continue to nametags.
 1. If your event involves any proposed messaging costs, be sure to include that in your fund request form.
 2. Send out e-invitations to lunches, dinners, program, etc. Be sure to have a RSVP link that you can view daily for updates on guest count.
 3. Finalize event information to be included on the UF Levin College of Law's Master Calendar page. If you would like your event to be promoted on the digital screens across campus, please email a brief summary of your event (max 250 characters) and an image/graphic (1440x1080 pixels at a resolution of 96 pixels/inch or 20x15 inches) to messaging@law.ufl.edu for review. Please review the [Guidelines for Digital Signage](#) for detailed instruction and sign templates. In order to ensure that your request can be considered for posting, please send these materials at least two weeks prior to your event.
 4. Create event programs and posters using templates available via <https://www.law.ufl.edu/student-life> or visit <https://www.canva.com/> to design your own.
 5. Work with the Messaging and Outreach department to determine appropriate messaging support, including social media, digital signs, and website.
 6. Share event on social media channels for reposting from UF Law's main accounts. Email messaging@law.ufl.edu with any additional questions.
 7. If your event involves alumni speakers/guests, we encourage you to reach out to development@law.ufl.edu to ensure coordination.

AT LEAST 2 WEEKS IN ADVANCE

(Review all points in the above sections, and...)

Will the Event Need a Schedule/Itinerary?

- If yes, follow the steps below.
- If no, continue to reserve seating.
 1. Create an event schedule of the detailed, behind the scenes of all that needs to take place, timeline for setup, program, and breakdown. This may be in 5-15 minute intervals. Note persons responsible for certain roles. If you are the lead on the event, delegate specific tasks to others, permitting yourself the flexibility to check on all, or address unknown concerns that may arise.
 2. Share this schedule with all departments involved.
 3. Example of a schedule is listed below.

Master Itinerary [EXAMPLE]

Title of Event

Date
Location
Address

Event Co-Chairs: Professor John Smith
 Phone number
 Email

Event Coordinator: Your Name
 Phone number
 Email

Date (Day 1):

8:52 P.M.
 Speaker 1 arrives at Gainesville airport
 Flight number: DL/HXZWYM
 Hilton Hotel Confirmation Number: 3221415125

Date (Day 2):

6:25 A.M.
 Speaker 2 arrives at Gainesville Airport
 Flight number: DL/8HTLBO
 Hilton Hotel Confirmation Number: 3220374839

7:36 A.M.
 Speaker 3 arrives at Gainesville airport
 Hilton Hotel Confirmation Number: 3224114021

 Speaker 4 arrives at Gainesville airport
 Hilton Hotel Confirmation Number: 3221567839

8:00-8:30 A.M.
Registration/Continental Breakfast

8:30-8:45 A.M.
Welcome
Speaker/s name and title

8:45-9:15 A.M.
Session title
Speaker/s name and title

9:15-10:30 A.M.
Session title
Speaker/s name and title

10:30-10:45 A.M.
Break

10:45 A.M.-12:00 P.M.
Session title
Speaker/s name and title

12:00-1:00 P.M.
Lunch

1:00-1:30 P.M.
Session title
Speaker/s name and title

1:30-2:45 P.M.
Session title
Speaker/s name and title

2:45-3:00 P.M.
Break

3:00-4:15 P.M.
Session title
Speaker/s name and title

4:15-4:30 P.M.
Concluding Remarks

5:02 P.M.
Speaker 1 flight departs Gainesville Airport
Speaker 2 flight departs Gainesville Airport

7:20 P.M.
Speaker 3 flight departs Gainesville Airport
Speaker 4 departs Gainesville via rental car

Does the Event Need Reserved Seating?

Chair/row count: _____

- If yes, follow the steps below.
- If no, continue to event schedule.
 1. Create reserved seating table tents, if you have VIP guests that need to sit in the front row.

Does the Event Need a Registration Table?

- If yes, follow the steps below.
- If no, continue to event reminder.
 1. In the meeting room setup notes, be sure to specify if you need a registration table/s.
 2. Pack a box/bag, with programs, itineraries, pens, paper, folders with speaker materials, how to connect with the internet instructions, and anything else you may need at the registration table.

Day Prior

(Review all points in the above sections, and...)

Reminders

- Remind all team members, departments, vendors, and venues what the event expectations are, and their roles.
- Send out reminders to all guests, and any last-minute announcements they may need to know regarding location, what they need to bring, parking, etc.

Check

- Check on the speakers, and their travel arrangements.
- Check on the timeline to make sure no adjustments need to be made.
- Check on event space, room, decorations, rentals, parking, etc.
- Check on the weather and determine if the event will be fine in the reserved space, or if an alternative location is needed. If a change in location is needed, due to weather, notify all parties involved by 12:00 p.m. the day prior.

Finalize

- Finalize nametags, and make sure all registration materials, and/or event materials are in the box that you will bring to the event.
- Finalize any changes to the room setup.
- Have a folder of all the contracts that coincide with the event. Put this in the registration box, for reference.
- Finalize event timeline, and update with any changes.

EVENT DAY

(Wear comfortable shoes, and...)

Follow Detailed Schedule

- Arrive early to address last minute details if you did not have access to the space the day prior.
- Set up the registration table with materials.
- Welcome the speaker, and have them setup their presentation, and test out the AV equipment.
- Welcome guests, check them in, provide them with their nametag, program, parking pass (if needed), and answer their questions.
- Check in with speaker one more time, and then begin the program.
- Greet caterers, and review food that is brought with the contract on file.
- Try to keep all speakers on the program timeline.
- If concerns arise, address with professionalism, and analytical thought.
- Thank everyone for attending, and communicate follow-ups if requested.
- Clean up the space, and leave it in the condition it was prior to your event.
- Congratulate yourself on a job well done.

AFTER EVENT

Review and Share Appreciation

- Schedule a recap meeting with your team, venue, and/or vendors to see what went well and what could be improved.
- Process invoices for all vendors involved.
- Process speaker travel expenses and honorarium.
- Send survey out to your guests, requesting their feedback on the experience.
- Send thank you notes to all who assisted with the event (VIP, speakers, vendors, venue, etc.)
- Document the process, and adjustments made, and make notes for future events.
- Review the important questions that you asked yourself in the beginning and reflect on the answers.
 - What is my vision of the event?
 - What is my goal/intension of the event?
 - What is the takeaway I would like my guests to have?

Event Planning Checklist

- Important Questions To Ask:
 - What is my vision of the event?
 - What is my goal/intension of the event?
 - What is the takeaway I would like my guests to have?

- Does this event align with the UF Law goals?
 - To enhance UF Law’s reputation in the eyes of U.S. News voters, primarily by promoting faculty and their scholarship
 - To recruit a highly credentialed, diverse class
 - To strengthen and support UF Law’s efforts to attract financial support

- Will the Event Have Revenue/Expense?
 - Budget amount:

- Have You Selected the Date/s?

- Does the Event Have Special Guests/VIP?

- Does the Event Need to Secure Parking for Non-UF Guests?
 - Passes or lot lift secured and cost:

- Will the Guest/s Need Transportation?
 - Type of transportation and cost?

- Does the Event Need to Secure a Hotel Block for Guests?
 - Number of rooms needed for room block:

- Does the Event Need to Request the Dean to Speak at the Event?
 - Speaking time:

- Does the Event Need Meeting Room Space?
 - Meeting room building/room number and cost:

- Does the Event Need a Specific Setup?
 - Meeting space setup:

- Does the Event Need a Registration and Web Services Link?
 - Registration link or website link:

- Risk Management and ADA Compliance
 - Number of officers and cost:
- Does the Event Have Audio-Visual Needs?
 - List of AV needs and cost:
- Does the Event Need to Rent a Stage?
 - Size of stage rented and cost:
- Will the Event Have Catering?
 - Catering quantity and cost:
- Will the Event Serve Alcohol?
 - Alcohol quantity and cost:
- Will the Event Need Decorations?
 - Decoration quantity and cost:
- Messaging and Outreach Strategies
 - Printed messaging quantity and cost:
- Will the Event Need Nametags?
 - Guest count and cost:
- Will the Event Need a Schedule/Itinerary?
- Does the Event Need Reserved Seating?
 - Chair/row count:
- Does the Event Need a Registration Table?
- Check/Follow Detailed Schedule
- Review and Share Appreciation