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Established Howard University Accounts or Money Order - Bison One Card
Coming Soon

Howard University Office of Student Life & Activities Event Planning 101

By Brian Harman and Janell Berry
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Howard University
Office of Student Life & Activities
Event Planning 101

By Briana Hammons and Janelle Berry
janelle.berry@bison.howard.edu
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Before You Plan Your Event

Consider this...

- Who
- What
- When
- Where
- Why
- How

of your event before you plan

Consult...

- Your advisor
- Office of Student Life & Activities

They may have additional insight on your event and can help you in seeing if the event is possible.
Consider the...

- **Who**
  - Who (the organization) is hosting the event?
  - Who (the individual) is coordinating the event?
  - Who will you partner with?

- **What**
  - What tasks need to be completed to execute the event?
  - What is needed to make the event happen?

- **When**
  - When will the event be? What time?
  - Are there other events occurring at the same time?
  - When do you need to start planning?
  - When do you need to have everything ordered by?
  - What are your deadlines?

- **Where**
  - Where will the event be?
  - What is the back-up location?
  - Is the location convenient?
  - Is the space large enough?
  - Is the space appropriate for your needs?

- **Why**
  - Why are you having this event?
  - What is its purpose?
  - Is it relevant for your organization to plan this event or should another group do it?
  - Who will you reach from doing this event?
  - Has this event already been done or overdone?

- **How**
  - How will you pull this event off?
  - How will you fund this event? Can you fund it? Do you need sponsorship?
  - Do you have the manpower to make the event happen?
  - How will you promote the success of the event?
Who

- Who (the organization) is hosting the event?
- Who (the individual) is coordinating the event?
- Who will you partner with?
What
- What tasks need to be completed to execute the event?
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• Why are you having this event? What is its purpose?
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• Who will you reach from doing this event?
• Has this event already been done or overdone?
How
• How will you pull this event off?
• How will you fund this event? Can you fund it? Do you need sponsorship?
• Do you have the manpower to make this event happen?
• How will you promote for the event?
• How do you measure the success of the event?
Consult...
  • Your advisor
  • Office of Student Life & Activities

They may have additional insight on your event and can help you in seeing if the event is possible
The Planning Phase

- Pick a date
- Book your venue
- Funding your event
- Making Purchases

- Food
- AV Services
- Promotions
- Write your proposal
How to Book a Room

Contact Information:

- Northumb Inquiries: http://www.universityofnorthumbria.ac.uk/virtualENG/BookEvent.aspx
- BLU Gymnasium Inquiries: Jonathan Alper (j.alper@northumbria.ac.uk)
- Cramton Auditorium Inquiries: Kim Banks (kinbanks@northumbria.ac.uk)
- Andrew Rankin Chapel - Office of the Dean of the Chapel (Lower Level Carnegie Hall)
- Carnegie Hall Inquiries: Pauline Hout (p.hout@northumbria.ac.uk)
- School of Communications Inquiries: Nigel Martin (n.martin@northumbria.ac.uk)
- School of Social Work Inquiries: Lonnie Jacobs (l.jacobs@northumbria.ac.uk)
- Alvin Locke Hall Inquiries: Office of Central Scheduling (Blackburn Room 134)
  For Locke Auditorium: Dean's Office (Locke Hall)
- Frederick Douglass Hall: Office of Central Scheduling (Blackburn Room 134)
Blackburn Inquiries - [http://www.universit Scheuling.howard.edu/virtualEMS/BrowseEvents.aspx](http://www.universit Scheuling.howard.edu/virtualEMS/BrowseEvents.aspx)

Burr Gymnasium Inquiries - Jonathan Ajose (jajose@howard.edu)

Cramton Auditorium Inquiries - Kim Banks (kebanks@howard.edu)

Andrew Rankin Chapel - Office of the Dean of the Chapel (Lower level Carnegie Hall)

Carnegie Hall Inquiries – Pauline Hazel (phazel@howard.edu)

School of Communications Inquiries – Nigel Martin (nigel.martin@howard.edu)

School of Social Work Inquiries – Lonnie Jacobs (ljacobs@howard.edu)

Alain Locke Hall Inquiries – Office of Central Scheduling (Blackburn Room 134)
For Locke Auditorium - Dean's Office (Locke Hall)

Frederick Douglass Hall- Office of Central Scheduling (Blackburn Room 134)
Funding

- Make a list of things you need and their associated costs
  - Set a budget
- Consider co-sponsorship with other groups
  - Fundraisers
  - Ask for sponsors

For additional funding, refer to
- HUSA Senate - husa.senate@gmail.com
- Undergraduate Student Assembly (UGSA) - HU.Ugsa@gmail
- Student Activities Fee Committee (SAFC) - lenjackson@howard.edu
Making Purchases

• Paperwork should be submitted for approval at least THREE (3) weeks before the event
  
  • Allow enough time for shipping especially if inclement weather is possible

• Start with the Approved Vendors List (can be obtained from Ms. Perry in Blackburn 122)

• Make sure the company is aware of and accepts your method of payment
Ordering From Sodexo


Step 2: If applicable, fill out the Shoestring Catering Order Form in its entirety. (Be sure to include a pick up time and if you need servers and/or linen tablecloths.)

Step 3: Submit the form to your financial chairperson and they will be able to fill out the additional forms needed
Fortex

Fortex provides services such as microphones, lights, smoke machines, projectors, etc...

Step 1: Contact Clarence Smith via phone 202-449-0708 and or via email at Favfortex@aol.com

Step 2: Inform him of the things you need and have him email the invoice to you.

Step 3: Turn in the invoice to your chairperson of finances

*Be sure to contact Mr. Smith at least TWO (2) weeks before your event if his services are needed
**Please Note: The preferred set-up time for Fortex is FIVE (5) hours before your program
## Example of Fortex Invoice

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Days</th>
<th>Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PA sound system with speakers</td>
<td>1</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>1</td>
<td>standing microphone</td>
<td>1</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>2</td>
<td>wireless microphone</td>
<td>1</td>
<td>50.00</td>
<td>100.00</td>
</tr>
<tr>
<td>1</td>
<td>podium microphone</td>
<td>1</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>2</td>
<td>spotlights</td>
<td>1</td>
<td>25.00</td>
<td>50.00</td>
</tr>
<tr>
<td>4</td>
<td>color up lights</td>
<td>1</td>
<td>50.00</td>
<td>50.00</td>
</tr>
<tr>
<td>2</td>
<td>screens</td>
<td>1</td>
<td>25.00</td>
<td>50.00</td>
</tr>
<tr>
<td>2</td>
<td>LCD projectors</td>
<td>1</td>
<td>50.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Setup and operation**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Unit Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtotal</td>
<td>475.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax 0%</td>
<td>200.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labor Delivery</td>
<td>25.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>700.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Promotion

Create a promotion plan and timeline

Make sure to send the details of your event to the Office of University Communications (ouc@howard.edu) at least 10 days in advance

- Provide the who, what, when, where, point of contact's name, and phone number in the email

ALWAYS ask permission before hanging flyers and have them stamped in Central Scheduling (Blackburn Room 134)

Know your options and target audience!

Consider many media platforms and when to promote:
Ex: Collegiate Link, Facebook, Twitter, and etc...
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Things to Include in Your Proposal

What is the purpose of this event?

Where and when will the event take place?

How much money will you need to execute your event (food, DJ, equipment, etc.)

How will you promote the event?

Who will help execute this event?
Are there any additional requests for this event?

Overview:

Who is sponsoring this event?

What are the materials needed for this event?

Who is proposing this event?
Building Relationships

"The most important single ingredient in the formula of success is knowing how to get along with people"

-Theodore Roosevelt
It is important to know who to contact while planning an event:

Central Scheduling: (202) 806- 5979
Student Life and Activities:
   Mrs. Jackson- Lenjackson@howard.edu
   Mrs. Perry- Jlperry@howard.edu
   Ms. Davis - bisontay13@gmail.com
Diversified Catering:
   David- (240) 832-4028, Davie.davis@yahoo.com
Blue Chip: Branding Materials
   Jason- (301)-460-7070, Jason@blchip.com
Director of the Blackburn Center:
   Mr. Clay- lclay@howard.edu
Double-Check Everything!

The Programming Checklist:
- Has the room been booked?
- Has it been decorated, if needed? And does your DJ need space?
- Have the speakers been contacted by the venue?
- Have the food and drinks been confirmed by the venue and caterer?
- If the venue is being used outside, if there's a major event, has the venue been notified?
- Have the menus been sent to the caterer?
- If food is needed, have a Babcock Shining Catering menu been selected by the venue/character?
- Have you ensured that no other events conflict with your event?

The Programming Checklist Continued:
- Have all necessary forms been submitted for your event?
- Do you have a final list of volunteers and their duties?
- Do you have a detailed schedule broken down into segments of what will be happening during your event?
- Are gifts needed for your guests, hostess packets?
- Have you followed up with all companies that will be making deliveries on the day of your event (i.e. Flowers, podium stationery)
The Programming Checklist:

- Has the room been booked?
- Has a DJ been contacted, if needed? And does your DJ need speakers?
- Has Fortex been contacted, if audio/visual equipment is needed?
- If the event is taking place outside or if it is a major event, has Events Task Force been notified?
- Have you turned in a PR request form?
- If food is needed, has a Sodexo Shoestring Catering form been submitted to the financial chairperson?
- Have you ensured that no other major events conflict with your event?
The Programming Checklist Continued:

- Have all necessary forms been submitted for your event?
- Do you have a final list of volunteers and their duties?
- Do you have a detailed schedule broken down into segments of what will take place during your event?
- Are gifts needed for your guests, host(s), panelist?
- Have you followed up with all companies that will be making deliveries on the day of your event? (i.e. Fortex, Sodexo Shoestring)
Do you have a Plan B?

It is always necessary to have a back-up plan in case of any unfortunate circumstances! (i.e. bad weather, illness, last minute cancellations)
Top Tips!

1.) Start planning and advertising as early as possible
2.) Make sure all things on event checklist are completed
3.) Send invitations to faculty, staff, and students (HU communications)
4.) Be prepared for anything
5.) Take note of event's potential weaknesses and strengths
6.) Have sign-in sheet and surveys for attendees
7.) Document your event- Take Pictures!