



Office of Special Events and Services

Planning and Scheduling

This section contains all things needed in planning an event such as timelines, event resources, budgeting, and protocol and guest relations.

When reading this section please keep the following in mind:

- What are the objectives and desired outcomes of this event?
- What type of event will most strategically meet the desired objectives
- Is the appropriate time and are the resources available to plan this event
- How will the success of the event be measured?

General Planning Timelines

16 – 20 weeks is the minimum time that should be allotted to properly plan for an event. This lead-time allows for proper examination of budgets, guest lists, auxiliary needs, time to process payments and other requests.

20 – 52 weeks is appropriate time for large-scale events involving many resources and large invite lists. Large events may require numerous meetings or committee support and additional time to obtain approvals related to policies for events of this scale.

1 year or more is usually a timeframe for annual events that have a year round planning schedule which involve a committee and require regular meetings. For these events it is best to have a reusable timeline that is followed annually.

Things to Remember:

When scheduling an event, consider national and religious holidays, regional/local events and university events that may conflict with your event. Go to www.events.wayne.edu to have your on-campus events added to the university calendar. Remember, all events with expected attendance by an external audience of at least 25 people or more must be posted on the university-wide web calendar.



Office of Special Events and Services

Event Planning Resources

Catering

The contracted caterer for events on campus is AVI. Contact them for assistance in menu selection, event locations, alcohol laws, decorations, etc. Set-up of tables, chairs, coat racks, etc. will be managed by AVI as long as rentals are included in your banquet contract.

Contact AVI at 313.577.2400

If you are dealing with off-site caterers, you will receive an event contract listing food, beverage, and serving details. Be sure to carefully review deposit amounts, payment procedures, and cancellation policies. University policy requires that all contracts be reviewed by General Counsel

Contact General Counsel at 313.577.2268

Signage and Banners

Consistent, coordinated signage directly reflects on the University and the hosting department. The staff at Biomedical Communications can assist you in producing directional and welcome signage for your event. Check the SES Toolkit for templates and tips.

Contact Biomedical Communications at 313.577.1482

Audio/Visual

AV equipment for on-campus events should be coordinated through Media Services. Plan a walkthrough prior to your event to decide what equipment will be needed. Pay special attention to angles, sound in the back of the room, preferential seating view, etc.

Contact Media Services at 313.577.4203

Facilities Planning and Management (FPM)

FPM is responsible for building and outside maintenance. Prior to each event on campus it is best to contact them to discuss what type of maintenance needs will need to be managed prior to the event. A GIRF should be filled out online through Business operations.

Contact Facilities at 313.577.4310

For custodial needs (i.e. floors, bathrooms, garbage cans, etc.), **Contact 313.577.4315**

Parking

Parking for events in any of the lots and structures on campus is coordinated through the parking office, with the exception of the law lot (#32), which is coordinated through AVI. Parking should be coordinated early in the planning process. It is imperative to follow-up with parking services through out the planning process.

When planning parking keep in mind the distance to the actual event location. Be sure to make accommodations for accessible parking. It is best to communicate these details clearly on the invitation. Often times it works well to assign a staff member to the parking location to guide guests and be available for those who may have a difficult time negotiating stairs or distances.

Avoid mailing parking passes to guests. A parking attendant can monitor most of the parking lots/structures and help assist your guests. Valet parking is always an option for an event. Though costly it is often the most convenient option for your guests. When coordinating valet it is necessary to coordinate with the parking office and public safety. Public Safety will help in managing having to block off any streets, parking meters or access to on campus streets and malls. The parking office will recommend the best lot. Please see the list of preferred vendors for valet companies.

Contact Parking at 313.577.4348

Publicity

Publicity for an event is depends on such factors as, speakers, invitees, and locations and includes invitations, e-vites, flyers, and web promotion.

External publicity and assistance in properly promoting the event should be coordinated with the unit information officer and the University Public Relations Office.

Contact University Public Relations Office at 313.577.8155

Photography

Photography services are available through the University and should be book early in the event planning process. University photographers will provide services on and off campus.

Contact Photographic Services at 313.577.4233

Contingency Plans

Always prepare a back-up plan, especially for outdoor events. In some cases, it may be appropriate to state what the plan is in the invitation (i.e. stating which location will be used if it rains for an outdoor event).