Event Host and Communications Guide

August 2018

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The following comprises the BUWG Event Host and Communications Guide. Please contact the President if you have any questions.

Room Reservation

- Rooms are usually reserved over the summer as speakers are confirmed.
- If the room is already reserved, schedule a time for a site visit.
- If room is not already reserved, consult with the President.
- The President, Vice President, or Program Committee member will assist with requesting a room via 25Live.

Facilities Service Request (FSR)

- Create an request for Facilities. The estimate will include a diagram of the room layout (tables/chairs based on expected registration), registration table, tables for food.
- Commonly used Rooms
  - PHO, 8 Saint Mary’s Street, 9th Floor, Colloquium Room 906
    - Typical setup (except that the coat racks are in the hallway closet between the Atrium and the Colloquium Room)
    - A/V required
  - PHO, 8 Saint Mary’s Street, 9th Floor, West End Lounge
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- Set with rounds to accommodate attendees, tables for food, table for registration/nametags.
- A/V required, if desired.
  - ENG 245, 110 Cumington, Room 245
    - Default set-up: set up with small rounds (seat about 4-6 each), can seat 50 but that would be a tight fit with food
    - Food can be set up on the two buffet surfaces on the left
    - A/V not be required, as the podium has a mic and HDMI/VGA connections
  - OSW 916, 1 Silber Way, Kenmore Conference Room
    - Can be set up with rounds
    - Default setup is U-shape (good for Annual Business Meeting)
    - A/V not usually required. Discuss on case by case basis.
  - OSW 922, 1 Silber Way, Metcalf Trustee Center Ballroom
    - Diagram 5.24.18 (this was for 2018 at which we used 72’ rounds and had ~80 attendees)
    - A/V required (screen, mic, sometimes lapel mic for speaker)
  - OSW 918/918A, 1 Silber Way, Metcalf Trustee Center Portrait and Lounge
    - For prior events, such as the December 2017 evening event, was set up with food on far end, high top tables, and seating/podium on near end.
  - Wilkins Board Room, Evans Building E, Room E120 (contact a MED campus Board member to assist with booking this or other MED campus rooms)
    - Send the Facilities request to the BUWG Treasurer to create the FSR on SAP
    - The Treasurer will send the FSR to the Event Host.
    - Contact President with cost of set-up
    - The week of the event, confirm with the Area Facilities Manager

A/V -- Learning & Event Technology Services (LETS)

For rooms/events where A/V is required:

- Send the LETS request to the BUWG Treasurer to create a Project Cost Analysis request (Sample Project Cost Analysis).
- The Treasurer will send the Project Cost Analysis to the Event Host for review.
- Contact President with cost of set-up
- The President will send approval to the Treasurer, cc to Event Host, for ISR to be set up.
- The week of the event, confirm with LETS.

Catering

- **Catering on the Charles**
  - Place order: phone: 3-2957 or email: catering@bu.edu (easy to call to order – can talk through event)
  - Lunch and Learn suggestions:
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- Sandwich platter with salad, chips, fruit, cookie, water in dispenser
- Be sure to include vegetarian and vegan options
  - Other events, e.g. evening reception, tea, etc., discuss with the President and the Treasurer what the budget for the event is and what sort of refreshments will be offered. Feel free to ask for assistance in selecting menu items and estimating quantity.
  - Specify “sustainable” event
  - The cost center for our operating account is: 9090010009.
  - Request extra linens for registration table and food table
  - Catering will send you an “Event Sheet” Please send the event sheet to the BU President for review. She will ask the Treasurer to do an ISR.
  - The week of the event confirm with Catering at 3-2957. Adjust numbers if necessary based on final registration.
  - Print event sheet to bring to event.
- **Catering with Distinction** (in non-proprietary rooms such as ENG 245 or the Wilkins Board Room). Good service, good price.
  - Submit an event request for estimated attendance (lowball it, increase when final count is ready, at least 24 hours in advance of event)
    - sandwich platter (includes chips, fruit, cookies, beverages)
    - make sure it includes paper goods, cutlery, cups, tablecloth
  - Phone: (617) 345-4200
  - Email

Speaker Management

- Two months before event (or once appointed as host) contact speaker. If not already submitted by the speaker, ask for:
  - Bio
  - Title and description of talk for website/invite
  - Ask about A/V needs
  - Remind speaker of complimentary membership as gift for delivering talk – encourage to attend other events
  - Review event details – location, time, etc
- Week before event, confirm details:
  - A/V needs
  - PowerPoint – confirm if needs own laptop
  - Macs – needs adapter to plug into projector
  - Confirm event timeline
  - Prepare speaker introduction (you will do this after the President or other Executive Office welcomes everyone and promotes upcoming events/campaigns
- Write thank you note to give to speaker at event
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Registration and Nametags

- Your email is the contact for registrants. You will receive notices when people register. Save these emails and keep an eye on the numbers. You do not need to keep a spreadsheet.
- When registration closes, the President or a Communications team member will send you the registration list XLSX. The XLSX will include the person’s name, email, telephone number, member status, and lunch selection.
- Forward the final Registration list to the Second Vice President to verify whether the registrants are paid members.
- Email non-member registrants before the event and ask them to join the Guild and pay online, or bring cash or a check to the event (Lunch and Learns are $10 for non-members).
- Email all registrants a reminder email.
  - For example:
    - Hello BUWG Friends, I am looking forward to seeing you at this evening’s BUWG program, the Evening at the Trustee Center. Here are the program details in case you need a reminder:
      - **Evening at the Metcalf Trustee Center with Sheila Cordner (CGS)** *Why Today’s Victoria Mania?* Join us for an evening of food and wine. Sheila Cordner will share insights from her recent book “Education in Nineteenth-Century British Literature: Exclusion as Innovation” and all things Victorian. She will explore our society’s obsession with Victorian literature and culture in a lively discussion. Monday, December 4 from 5 to 7 PM
        - Trustees Lounge, 1 Silber Way, 9th floor
      - Many thanks to the College of General Studies for sponsoring this event! Best,
- The President keeps member nametags and will have the nametag box prepared for you to pick up in advance of the event (or will bring it to the event, whichever is easier/reasonable).
- Blank nametags will be provided for walk-ins.
- Pack Sharpie
- Confirm with president that she will bring name badges
- The Second Vice President will give you a list of registrants who have not paid. Email those registrants before the L&L and ask them to join the Guild and pay online, or bring a check to the event.
- Day of event: print/retrieve from storage nametags for any last minute registrations

Constant Contact -- Event Notice

- Forward the bio, description, and menu selections to the Communication Chair, who will make sure it is on the BUWG website.
  - Typically the general calendar is posted online by the end of August. This information will be added to the calendar and on the registration form/page.
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- The information (usually a flyer) will be distributed by Constant Contact to:
  - Members
  - General Mailing List
  - Past Presidents, Lifetime members, other special groups

- Constant Contact Draft: The invitation is distributed to you and to the President for approval. The Communication Chair coordinates the broadcast email announcement, which is sent out two weeks prior to the event.

- One Week before, a reminder/invitation to register will be scheduled by the Communications Chair.

Registration Form (for Communications Committee)

The Communications Committee will create a Registration Page and a Form for the event. A prior event form can be duplicated and used, just be sure to check the Form Fields, Settings, Confirmation, and Notifications to make sure they are accurate for your event.

Registration Form

- **Form Fields** (these appear under the “Edit” tab)
  - First Name
  - Last Name
  - School/College/Department
  - Member/Non-Member
    - include sponsorship info, if any, plus Non-member rate which is $10 in 2018-2019.
  - Other special fields as needed, such as
    - Carpool: Yes/No for MED Campus events (trying this in Fall 2018 to augment BU Shuttle)

- **Form Settings**
  - **Form Title format**: *Year Month Day and Speaker* (Sample, 2018 09 14 Mike Rezendes). This format sorts events by date in the Active/Inactive lists.
  - **Form Description**: Sample: Investigative Journalism with Mike Rezendes, sponsored by the Evergreen Program, Metropolitan College
  - **Check Enable Entry Limit** (typically related to room capacity)
  - **Number of Entries**: enter the number
  - **Entry Limit Reached Message**: Sample: Registration is full. Please contact Karen Murphy at kdmurphy@bu.edu to inquire about the wait list.
  - **Schedule Form**: Check if for a scheduled event versus open ended form
  - **Schedule Start Date/Time and End Date/Time**: End date should be one day prior to the date the confirmed catering number is due.
  - **Form Expired Message**: Sample: Registration has closed. Please contact Karen Murphy at kdmurphy@bu.edu to inquire about attendance.

- **Confirmations**
  - Default Confirmation:
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- **Notifications**
  - **Admin Notification:** just change Subject Line
  - **Registration Confirmation:**
    - Subject Line: Sample:
      - BUWG Registration Confirmation for Sept 14 Lunch & Learn
    - Message: Sample:
      - Dear {Name (First):2.3} {Name (Last):2.6}, Thank you for registering for the September 14 Lunch & Learn Featuring Mike Rezendes. The event details are below, for your convenience.

**BUWG Lunch & Learn**

**Speaker:** Mike Rezendes, Pulitzer Prize-winning investigative reporter and, up until recently, a senior member of The Boston Globe Spotlight Team

**Time:** 12:00PM-1:30PM

**Location:** GSU, 775 Commonwealth Avenue, Small Ballroom, 2nd Floor

This event is free. Sponsored by the Evergreen Program, Metropolitan College

**This event is free.**

[include this for the first event, anyway; not usually in future confirmations: Not a member? Become a member now and gain access to our events for the whole year.]

[Warkest regards, Elizabeth Flagg, EdM]

BUWG President Karen Murphy

Event Host

Registration Page (for Communications Committee)

A Registration Page is created for each event that a registration form is created for.

- **Create Page**
- **Page Header:** Title of Event (for example, September 14, Lunch & Learn with Mike Rezendes)
- **Page Body:** event information, such as
  - **Speaker:** Speaker/title
  - **Title:** talk title
  - **Location:** Building, Street Address, Floor, Room
  - **Time:** Start – Finish. Bio/talk abstract. *Sponsored by (if any).* This event is free or ticket price. Registration is required by Month Year. Special messaging such as: It’s time to renew! Become a member now and gain access to BUWG events for the 2018-2019 academic year. INSERT THE FORM. This is a sample form that is placed already. Note that Title and Description are False so they don’t appear.
    - **Name**

First Last
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- School/College/Department
- Email*
- Member or Nonmember?*
  - Member
  - Non-member

This event is FREE. Sponsored by the Evergreen Program, Metropolitan College.

- **Placement in Navigation:** Add label and Move page to appear under the “Events” for a particular year, for example “Events 2018-2019” in calendar year order.
- **Don’t Display in Navigation.**

**Calendar Entry (for Communications Committee)**

The Communications Committee will appoint a member to enter the event information on the BU Calendar.

- In the WordPress Dashboard, click Calendar.
- Click BU Calendar.
- Click New Event.
- Enter Event Title:
- Start Date/Time
- End Date/Time
- Description (use html coding as indicated)
- Location: enter location
- Enter registration URL
- Save
- It will appear, shortly (there can be a delay), on the BUWG home page, top right column. It will disappear after the event is over.

**Volunteers from Board**

Upcoming Events are discussed at Board meetings which are typically scheduled prior to events. You, or a colleague in your absence, will:

- Request board member volunteer for registration/onsite assistance.
- Request board member volunteer for event photography.

**Day of Event**

- Arrive at least 30 mins in advance to check room set-up
- Set up reg table with name tags and sign-up sheet
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- Introduce speaker to president and tour space
- Confirm A/V set up and invite to have lunch/drink
- Set up water for speaker at podium
- Set up event posters/signage
- After President (or 1st or 2nd Vice President) welcomes attendees, you will introduce the speaker

Day of Event: Packing List

- Room set-up diagram
- A/V requests from speaker to check on-site
- Catering event sheet
- Facilities Service Request w/ contact information of area manager
- A/V Confirmation
- Name tags (blank/merged)
- Sharpie
- Sign-in sheet/pens (clipboard is helpful)
- Thank you note for speaker
- Envelope to collect payments (give to Treasurer or President at end of event)

Post Event: Reporting

At the next Women’s Guild Board meeting, you will be asked to report the number of attendees, number of no-shows and any feedback you received from the event. If you cannot attend this board meeting, write up a summary and email it to the President prior to the meeting:

Onsite Stats for Reporting

- Attended: _____
- Registered: _____
- Walk-ins: _____
- No-show: _____
- Members: _____
- Non-members: _____
- New-members: _____