USC Gould
School of Law

Event Planning Guide for Student Organizations for the 2018 – 2019 School Year

A special event is defined as any meeting, lecture, seminar, conference, social event, etc. that is scheduled to take place in any of the law school's classrooms, library spaces, lobbies, South Lawn, Crocker Plaza and/or involves outside speakers, outside guests, catering services or will have food served, audio visual needs, housekeeping needs, parking needs, etc.

If you have questions about the event planning process or need assistance, please contact the USC Gould Events Office at:

Room: 313
Telephone: 213-740-3841
Fax: 213-821-5533
Email: events@law.usc.edu
Hours: Monday – Friday 9 a.m. – 5 p.m.

Note: this guide is also available on the USC Gould portal under the student forms box.

ALL STUDENT GROUPS MUST HAVE PRIOR APPROVAL FROM THE SBA IN ORDER TO SCHEDULE OR RESCHEDULE AN EVENT!

Student organizations must have prior approval from the SBA before scheduling or rescheduling an event. For additional information or questions, please email your SBA president with any questions you have concerning the SBA event approval process.

This guide covers the eleven steps to planning a successful event:
1. Develop an idea and gather information
2. Select a date after you check the law school's event calendar
3. Select a location
4. Post your event on the law school's online event calendar
5. Contact the Events Office for a consultation
6. Plan a budget and secure funding
7. Compile a guest list
8. Create an invitation or flyer
9. Hire vendors
10. Prepare event day essentials
11. Close the event

1. DEVELOP AN IDEA AND GATHER INFORMATION:

We encourage you to consider these essential event questions *before* beginning the event planning process. The answers to these questions will help you determine what will be necessary to plan the event.

1. What is the **purpose** of your event (i.e. network, mingle with alumni, fundraiser, encourage student relations, etc.)?
2. What **type** of event will it be (mixer, reception, lecture, lunch, dinner, etc.)?
3. Who is the intended **audience**? Approximately how many?
4. **When** and **where** would you like to hold the event?
5. Will you need **food** or **beverages**?
6. Who will present the **program** portion of the event?
7. What is your **budget**? What are the potential sources for **funding**?

2. SELECT A DATE:

It is important to avoid conflicts when scheduling events. **Please consult the law school's online event calendar BEFORE you select a date/book a room/secure a speaker/order food/etc. for your event!** You should check the calendar first to avoid conflicts and second to select several potential dates to consider for your event. You should also check other calendars, as religious holidays may not always be listed on the law school event calendar. To view the law school event calendar go to the **USC Gould home page** or log onto the **USC Gould portal** and click the 'Events Calendar' on the center of the page.

NOTE: YOU MUST HAVE PRIOR APPROVAL FROM THE SBA BEFORE SCHEDULING OR RESCHEDULING AN EVENT:

Student organizations must have prior approval from the SBA <u>before</u> scheduling or rescheduling an event. For additional information or questions, please email your SBA president with any questions you have concerning the SBA event approval process.

3. SELECT A LOCATION:

It is important that you begin your location search as soon as possible. Space at the law school and around the university is limited and is reserved on a first come, first served basis. Some on-campus locations are reserved up to a year in advance. *Note: there is no charge for a USC Gould group to use a location inside the law school, however, there may be other costs associated with using law school rooms and spaces such as custodial fees, rentals, security and computing personnel costs.*

- **Law Classrooms, Law Cafe and the South Lawn:**
  Submit location requests for any of the spaces in the law school, *excluding* Campbell Lounge in the law library, by using the **Room Reservation Calendar** through the **USC Gould portal** by clicking on the ROOM RESERVATIONS link under APPLICATIONS. You must be logged into the portal to reserve a room in the law school.
  <u>To make a change to an existing room reservation</u>, send a detailed email to: rooms@law.usc.edu.

- **Tailgates:**
  Anyone with any sized tailgate must apply for a Tailgate Permit to reserve a space. This includes law students who want to reserve a space near the law school building. Go to http://gameday.usc.edu/tailgate-registration/ to reserve a space.
  For questions regarding your tailgate permits, please contact the University Events Office at 213.740.6715 or email gameinfo@usc.edu.

- **Law Library:**
  To reserve Campbell Lounge, please contact the Library Administration Office directly at libadmin@law.usc.edu.

- **University Venues:**
  A list of campus venues for the USC community can be found at http://trojanevents.usc.edu/. All outdoor venues, with the exception of the law school South Lawn, must be reserved through the university. **This includes Crocker Plaza.** Please contact the Events Office for more information.

- **Off Campus Venues:**
  Please contact the Events Office for ideas.

4. POST YOUR EVENT ON THE LAW SCHOOL EVENT CALENDAR: As soon as pertinent information has been decided (date, time, location) post your event on the law school's online event calendar. **NOTE: YOU MUST HAVE PRIOR APPROVAL FROM THE SBA BEFORE SCHEDULING OR RESCHEDULING AN EVENT.**
- Log onto the **USC Gould portal**; choose ADD NEW EVENT
- Print the request for your records.
- Within 48 hours you will receive notification from the Events Office.
- To make a change to an event that has already been submitted, send a detailed email to: events@law.usc.edu

5. CONTACT THE LAW SCHOOL EVENTS OFFICE: The Events Office is here to help guide you through the event planning process. The Events Office is located in room 313, office hours are Monday – Friday from 9 a.m. to 5 p.m. You can also reach us by sending an email to events@law.usc.edu or by calling 213.740.3841.

6. PLAN A BUDGET AND SECURE FUNDING: Please contact Monique Magbuhos in the Budget Office (LAW 104) to schedule a meeting with Willy Tai to discuss event fiscal management and possible funding sources. The Events Office can provide you with an event budget template and cost saving ideas.

7. COMPILE A GUEST LIST: Once you have determined who will be invited to your event, you will need to compile a mailing list for invitations. It is important that you confirm the number of guests you are inviting prior to ordering and/or printing the invitations. Please review the following procedures for inviting particular groups:

- **Inviting Dean Guzman:**
  When inviting Dean Guzman you need to send an email to the Dean's calendar alias: deancal@law.usc.edu with your event information to check his availability. Please do NOT send an email directly to the Dean. Be sure to include: the name of your organization, date, time, location of your event, any guest of honor(s) and a list of attendees (if available) or a list of who will be invited (alumni, current students, etc.). Please describe the event and why your group would like the Dean to attend, including if you would like him to speak at the event. Also, deliver a hard copy of the invitation to the Dean's Office.

If the Dean accepts the invitation to attend, **you must submit a Dean's Briefing** at least *one week* before the event to the Dean's Office. Contact the Events Office for a Dean's Briefing template. Make sure that if you expect the Dean to give remarks at the event that you provide bullet points ahead of time so that he knows what the focus of his remarks should be.

Note: All materials provided electronically or as a hard copy to the Dean for the **Dean's Briefing** must be on 8 ½" x 11" paper. Legal size will NOT be accepted.

- **Inviting alumni:**
  Development and Alumni Relations (DAR) contacts are as follows:

PILF, SBA, LAAB, BLSA, all others	**OUTLaw, LLSA, APALSA, Bus. Law Society**	
Chloe Reid	Allison Edinger -and- Meghan Hoover	
creid@law.usc.edu	aedinger@law.usc.edu	mhoover@law.usc.edu
(213) 740-2610	(213) 821-3584	(213) 821-6337

Alumni and donors expect and deserve privacy regarding the information they share with USC. The University has a policy about how alumni and donor information is used, and all recipients of that information must acknowledge receipt of the policy. Therefore, before any mailing lists or donor lists are shared with a student and/or student organization, a form must be completed. The DAR contact will provide the form at the time of the mailing list request.

DAR can provide eblast lists for both invitations and solicitations. In addition, we can help you identify alumni and organizations who have contributed to your cause in the past—these are your best prospects for additional funding. Your best contact at a law firm is a personal connection from summer employment or with recruiters. If you don't have a personal contact at a firm, it is a good idea to direct your request to the firm's recruiter. Career Services can help you identify the recruiters at firms.

Inquiries about sending an email blast to alumni should be directed to the designated staff member (see above) in Development and Alumni Relations (DAR). Please include DAR in your planning from the onset (at least 8 weeks prior to events with a fundraising component). Turnaround time for a list request can take up to two weeks, and any mail or email needs to be scheduled within the greater alumni communications calendar, so please plan accordingly.

It is very important that you not use old alumni mailing lists. Contact information is continually being updated, so the list your group used last year will not be accurate.

DAR has a monthly electronic newsletter that is distributed to all alumni and friends. We invite student organizations who want to invite or solicit alumni to their events to submit information for inclusion in the newsletter. All inquiries about including announcements to reach alumni in the monthly Alumni E-News should be sent to Jill Barone, Assistant Director of Alumni Relations & Communications at alumni@law.usc.edu. All information must be submitted by the first Monday of each month for inclusion in that month's newsletter.

- **Inviting faculty and deans:**
  All invitations, formal and informal, should be delivered to the faculty or deans' on-campus mailboxes located in the mailroom (LAW 303). The envelope should only include the faculty or dean's first and last name (no address is required). Contact the Events Office for a sample.

  Note: If you plan to invite faculty to your event, please keep in mind that faculty members have scheduled workshops and meetings on most Mondays, Thursdays and every other Wednesdays throughout the semester from 12:00 – 1:30 PM. These dates are included on the law school's online event calendar and will be updated regularly as events are added.

- **Inviting students:**
  There are three options for inviting current students.
  1. All invitations, formal and informal, can be delivered to each student's personal, on-campus mailbox located in the basement near the lockers.
  2. Flyers can be posted on the bulletin boards and in the basement at the elevators. You can also post flyers near student lockers in the basement. Do not tape flyers inside the elevators or on doors. Do not post flyers on easels throughout the school.
  3. You can send a request to have your event included in the SBA's weekly emails which are sent to all law students via the SBA Weekly Announcement Submission Form located on the Law School's Portal on the left hand side under the "My Applications" column. Please include all relevant information pertaining to your announcement or event by 12:00 pm on the Sunday before the event.

8. CREATE AN INVITATION OR FLYER: Student organizations are responsible for creating, stuffing, sealing and mailing and/or posting their invitations and flyers. Remember, any materials printed or sent from the Events Office must receive final approval from the Events Office *before* the invites or flyers are printed or emailed. Please review the information below before creating your invitations:

- **Invitation samples and flyer templates:**
  Student organizations are responsible for creating their own invitations and flyers. This includes coming up with the text, the design and the details (type of paper, paper weight, dimensions, etc.). The Events Office can provide you with a sample invitation, and a variety of flyer templates are available on the USC Gould portal under the Student Forms Section on the center of the page.

- **Information to include on invitations and flyers:**
  Prior to printing and/or sending your invitation or flyer, contact the Events Office or the Communications Office at pr@law.usc.edu to be sure your invite properly adheres to University graphic identity guidelines. The name of your organization, name of the event, date, time, location, RSVP information and a phone number or email address should be included along with the approved graphic identity and full name of our school.

- **Gift solicitations:**
  Inquiries regarding fundraising should be directed to the Development and Alumni Relations office, to either Chloe Reid, Allison Edinger, or Meghan Hoover (contact information above).

  All invitations that include a donation as part of the registration fee/ticket price **must** state the benefit amount on the invitation or no portion of the payment will be tax deductible. The benefit amount is the fair market value of the food/beverage/gifts the donor receives at the event. Wording on invitations should follow this example: *"The fair market value of each ticket is $XXX. The purchase price in excess of the fair market value is a charitable contribution. You may wish to consult your tax advisor."*

  All event ticket purchases that include a gift amount **must** be processed by Development and Alumni Relations (DAR). DAR can supply return envelopes so RSVPs are mailed directly to them, or ticket/donation paperwork and payment can be received by student organizations and then forwarded to DAR. Donors will receive both a thank you note from the law school and a tax receipt from USC.

  <u>Prior to printing, all save the dates or invitations that include a donation amount in the registration fee/ticket price, must be sent to Chloe Reid. Allison Edinger, or Meghan Hoover in DAR.</u> DAR will review the benefit amount language, and give approval or suggest changes. This process can take up to five business days, or longer if significant edits are necessary.

  To send a hard copy through campus mail please address to one of the following:
  Chloe Reid, Law School DAR, Room 330
  Allison Edinger, Law School DAR, Room 330
  Meghan Hoover, Law School DAR, Room 330

- **Printing invitations and flyers:**
  The Events Office can provide USC cardstock and RSVP cards with envelopes to use for invitations. We can also provide paper to print flyers. We can accommodate requests up to <u>300 pieces for invitations</u> and up to <u>25 sheets for black and white</u> flyers and <u>10 sheets for color flyers</u>. If your mailing is larger, we recommend using Copy Vision in the basement of the law school or another printing/copying vendor. A request to print invitations or flyers must be made at least *two weeks* before the items are needed. During high volume times, the Events Office may not be able to print your invitations or flyers no matter the size of the request.

- **Postage:**
  Each student group is responsible for handling the postage for their events. Contact Monique Magbuhos in the Budget Office (LAW 104) to discuss the process and to obtain the Outgoing Mailing Requisition Form.

- **RSVPs:**
  The deadline for RSVPs should be at least *one week* before the date of the event. This should be noted on the invitation or, if applicable, the enclosed RSVP card. Be sure to list your organization's email address and/or phone number on the invitation or RSVP card in case invitees have questions or need more information.

  If your event does not require the sale of tickets you are free to use any online RSVP service (such as Facebook, Evite, etc.) you are comfortable using to collect RSVPs for your event.

  If your event requires the sale of tickets please contact the **Budget Office** for approval as soon as you begin planning your event. Once your request to sell tickets has been approved by the Budget Office you will be put in contact with the **USC Gould Web Services** team who will work with you to set up online ticket sales.

9. **HIRE VENDORS:**   Always check with the Budget Office for vendors due to the new financial system. Please contact Monique Magbuhos in the Budget Office (LAW 104) for vendor questions. If you already have a vendor in mind, she can verify if the vendor is approved or not. Also, be sure to ask for an **SBA Expense Form** which you can get from the Budget Office, or you can go to the Student Portal under the forms section. When using an approved vendor get a quote or estimate from the vendor and submit the quote/estimate along with the **SBA Expense Form** and/or with the **Non Travel Expense Form** to the Budget Office. It is the University expenditure policy that <u>if you use an unapproved vendor you will not be reimbursed or the vendor will not be paid</u>.

   Catering: (food, drink, bartenders, servers, additional labor, linens, disposable dishes and/or china, glassware, etc): Food costs can be one of the most expensive parts of an event and it is often difficult to determine pricing. Pricing will depend on the number of people attending your event, the vendor, the menu you choose, as well as service, rental and disposable costs, but these are some general cost estimates to use in determining your budget:

   - Breakfast (assorted pastries, juice, coffee, water) $8 - $12 per person
   - Lunch (individual wraps, sandwiches, pizza with beverage) $8 - $10 per person
   - Lunch (boxed with beverages) $12 - $15 per person
   - Receptions (no alcohol, appetizers, etc.) $20 – $25 per person
   - Receptions (wine and beer, appetizers, etc.) $25 – $30 per person
   - Receptions (desserts only) $15 – $20 per person
   - Dinner/Lunch (buffet) $30 – $35 per person
   - Dinner/Lunch (plated) $40 – $45 per person

   Reminder: these are per person estimates only and do not include applicable set up/pick up fees and taxes. Prices will vary depending on the caterer, menu selections and number of people.

   Serving alcohol: If alcohol will be served at your event, you must complete the **Alcohol Beverage Registration Form** *two weeks* prior to your event. This form is available in the Events Office in room 313. You must have a copy of the approved form at your event.

Consumption of alcohol: Consumption of alcohol is governed by University policy printed in *SCampus*. You may view the policy at the link below:
http://policy.usc.edu/students/scampus/

In compliance with the University-wide policy on alcohol consumption, the University has authorized each individual academic unit to set certain policies in this regard which are consistent with the mission of the school and the nature of the students enrolled. Please note that the University's policies still apply to all law students.

Furthermore, since lawyers will encounter numerous situations where they will be faced with decisions regarding alcohol consumption, it is part of our academic mission both to set certain guidelines and to make students aware of the potential dangers of irresponsible drinking habits.

The University has expectations concerning alcohol use on campus which directly correspond to California and Los Angeles laws and ordinances and include, but are not limited to, the following provisions:

1. Alcoholic beverages may not be served without full compliance with University policy.

2. The University policy states that consumption of alcoholic beverages is prohibited (unless the organization is licensed for consumption of alcohol on the premises). Because a student organization is not licensed for consumption of alcohol, ANY event being sponsored or hosted by a campus individual, University-recognized group, department, or office, must get approval to serve alcohol. All student organizations must have permission to serve alcohol at their events.

    a. The purchase, possession, or consumption of any alcoholic beverages (including beer and wine) by any person under the age of 21 is prohibited.

    b. Alcoholic beverages will not be provided to individuals under 21 years of age.

    c. The selling, either directly or indirectly, of alcoholic beverages (including beer and wine) except under the authority of a California Alcoholic Beverage Control Board license is prohibited. This includes selling cups, mixes, ice, tickets for admission, required donations, etc.

    d. The serving of alcohol to an intoxicated person or to the point of intoxication is prohibited.

    e. The manufacture, use or provision of a false state identification card, driver's license, or certification of birth or baptism is prohibited.

    f. The act(s) of being drunk and disorderly in public view, including on public sidewalks and walkways, is prohibited.

g. The consumption of alcoholic beverages in a public place (unless licensed for consumption of alcohol on the premises) is prohibited. This includes a prohibition of alcoholic beverages in public areas of academic facilities, recreation fields, University housing corridors and lounges.

h. Operating a motor vehicle, bicycle, skates, or scooters while under the influence of alcohol is prohibited.

i. The possession of an alcoholic beverage in any open container in a motor vehicle, or while operating a bicycle, skates, skateboard, or scooter is prohibited regardless of who is driving and whether one is intoxicated (taken from *USC Drug-Free*).

j. Behavior that is disruptive or abusive to others as a result of using intoxicants.

3. Please use the **Alcohol Beverage Registration Form** for approval. Copies of this form are available in the Events Office in Room 313. **Note: the event MUST be posted to the law school's event calendar <u>prior</u> to submitting the form for approval.**

- Organizations must submit this form to the Events Office, Room 313, at least two weeks prior to the event and notify the Events Office, Room 313, of your event. Note that this event registration form does not provide approval of the event; the purpose of the registration is to provide notice of the event.

- Serving of alcoholic beverages during regular class hours (i.e., prior to 4:30 p.m.) is <u>not</u> allowed. Students may not carry alcoholic beverages into or throughout the building during class hours.

4. Food and non-alcoholic beverages must be served during the entire time period of the event. If these alternatives are not available, alcoholic beverages may not be served.

5. The groups must designate a student or students who will not be drinking alcohol and who must supervise the dispensing of alcohol during the entire event, making sure that no non-law student and no one under 21 years old is consuming alcohol. Serving alcohol to anyone to the point of intoxication is prohibited. Serving alcohol to a person who is intoxicated is prohibited.

6. These rules apply to individual students, student organizations, and affiliated organizations. (For example, bar review organizations will be subject to discipline and will not be eligible for sponsorship of future events if violations occur.) Violation of these rules or the University policy will subject the student to University discipline and is reportable to the Committee of Bar Examiners.

7. Students planning events must comply fully with University and Law School policies regarding campus events. Please see the Student Affairs section of the Law School's website for more information.

8. Please refer all questions regarding these policies to the Events Office staff or the Student Support staff.

Rentals: The Events Office has a few items available for student groups to borrow. These items include: easels, beverage tubs, wine openers, law school banner and a law school podium cover/sign. The Events Office does NOT have tables or chairs to borrow. We recommend speaking to other student organizations to see if you can borrow tables or chairs they may have purchased. Otherwise, the Events Office can assist you with renting items from USC Facilities or from an outside vendor.

The approximate cost for tables and chairs from USC Facilities is as follows:
- 6' tables are approximately $13 each
- 8' tables are approximately $14 each
- White Samsonite folding chairs are approximately $2 each
- White cardboard trashcans are approximately $7 each and liners are approximately .55 cents each
- Note: these prices do not include the delivery/pick up fee or the fee for trash removal

The white sign posts used across the campus for directional signs rent for approximately $10 each from USC Facilities. This does not include the delivery/pick up fee which is approximately $85.

Cleaning up/trash removal: You are responsible for maintaining and/or cleaning up your event venue. Contact the Events Office to discuss the rules for cleaning up and disposing trash after your event.

Audio and visual: If your event is taking place in one of the law school's classrooms, most audio and visual needs can be fulfilled through the law school's computing department. The computing department can be reached at help@law.usc.edu. You should contact them at least **1 week before** the date of your event or they may not be able to provide assistance. Your group will need to cover costs associated with additional services, staff needed outside of regular business hours, and/or hiring outside vendors.

Parking: As soon as an event location has been established look into parking options for your guests. Contact Monique Magbuhos in the Budget Office (LAW 104) for a **Parking Requisition Form**. You will need to submit the Parking Requisition Form at least *two weeks* prior to the event. **Please note: You** cannot **be reimbursed for any guest parking.** Parking is now $12.00.

Giveaways, gifts and USC Gould merchandise: If you choose to purchase giveaways or gifts with the USC Gould logo for your event, there are regulations you must comply with. Please consult the Graphic Identity Guide found here: http://gould.usc.edu/about/news/publications/. If you have further questions on use of the graphic design or school logo contact the Gould Communications Office at pr@law.usc.edu.

You will need to **contact USC Trademarks and Licensing** to make sure the USC Logo you plan to use and the vendor you want to work with are approved. Use this link for USC Trademarks and Licensing: http://trademarks.usc.edu/. After USC Trademarks and Licensing approves the logo and vendor, contact Monique Magbuhos in the Budget Office (Law 104) to place the merchandise order. Please also forward the email from USC Trademarks and Licensing stating the logo used has been approved.

Décor and flowers: Purchasing flowers at the LA Flower District downtown is an excellent choice for organizations on a tight budget. Please see the Events Office for directions and parking information for the Flower District.

Photography: Please contact the Gould Communications Office at pr@law.usc.edu to discuss your photography needs. Freelance photographers generally charge $200/hour. Most often students take photos with smart phones.

10. PREPARE EVENT DAY ESSENTIALS:
There are a few finishing touches you need to incorporate to make your event successful. Make sure you have covered the following items in the planning process.

Creating programs: If you decide to create a printed program for your event, a draft of the program should be created at least *three weeks* prior to the event. The program should be sent to the printer at least *two weeks* prior to the event. Remember to acknowledge sponsors of the event in the program and at the event. If you would like to have the Communications Department review your program before printing, contact pr@law.usc.edu

Nametags and place cards: Nametags and place cards can be obtained from the Events Office. If you place a request at least *one week* before your event, the Events Office may be able to print your nametags and place cards. The list you send the Events Office must be in a specific Excel format.

Note: You must check with the Events Office **before** you submit the spreadsheet for printing to ensure you have the correct format.

Signs: The Events Office may be able to print signs and provide easels for your event if the request is made at least *two weeks* prior to the event. **Students will be required to leave an ID with the Events Office for any borrowed items which will be returned to the student when the items are returned**. You must return the signs and easels in the same condition the day following the event or your organization will be charged a replacement fee. Each student organization is responsible for providing text for the signs, picking up the signs and/or easels, placing them inside or outside the law school and returning them to the Events Office right after the event ends. *Note: the Events Office will not be able to handle last minute requests or changes to an original request.*

Contact the Events Office if your organization needs to order white sign standards for outdoor sign posting. **Easels are for indoor use only.** Sign standards (white posts) must be ordered through USC Facilities and cost approximately $10 each plus delivery/pick up which is approximately $85.

Event timeline: To ensure that you stay on track the day of your event, it is best to develop an event timeline documenting each person's role. This should be drafted at least *two weeks* prior to the event. A copy of the timeline should be included in the **Dean's Briefing** (if he is attending your event) and given to everyone who is helping with the event.

Check-in table: Arrange for **two separate check-in tables** for any event when both alumni and deans/faculty/students are invited. **Alumni should check-in at one table and everyone else should check-in at the other table.** Create an alphabetical check-in list (alphabetical by last name) for quick reference. Contact the Events Office for further information and a template.

11. CLOSE THE EVENT:

After the event is over, there are a few steps you need to take to officially close the event. Following an event make sure to:

- Return borrowed items.
- Finalize the bills associated with the event and submit the SBA Expense Form and the Non Travel Expense Form with original receipts to Monique Magbuhos in the Budget Office (Law 104). Make sure that both the SBA president and treasurer sign the SBA Expense Form for approval **before** submitting all paperwork to Monique.
- Send thank you notes to speakers, special guests, donors and anyone who helped with your event.
- Document the event process and make notes for areas of improvement, in order for the next group to benefit from your experience.