

# Student Activities Guide

## Successful Campus Event Planning



## Guidelines for a Successful Event

- 1.) Organize a dedicated group of participants to develop the event. To advise the group, recruit a faculty/staff advisor. If the event requires a contractual agreement with an outside organization, please contact the Director of Student Activities at (276) 944-6795.
- 2.) Tentatively set your date, time, and location.
- 3.) Contact Claudia Duffy, Administrative Assistant to the Dean of Students, at [cduffy@ehc.edu](mailto:cduffy@ehc.edu) or ext. 6122 to have your event placed on the master calendar of events. Please note: *"Collegewide activities, during which no other meetings will be scheduled. These include: Collegewide convocations, Sunday worship services, designated Lyceum events, major Emory Activities Board events, and special annual or biennial events such as the Literary Festival, and the Bays Blackwell, Stanley, Reynolds and Leidig Lectures."* Student Handbook
- 4.) Reserve the event location. See space reservation information on page 2.
- 5.) Advertise your event through campus media. See publicity and communication information on page 2.

### Tip: Co-Sponsorship

One of the best ways to recruit participants and increase funding for your event is through co-sponsoring the event with another campus group. Check out the Student Handbook for a list of student organizations or contact the Office of Student Life to learn how you can co-sponsor an event with Residence Life programming.

### Tip: Community Service

Do you want to plan a community service project for your student organization or campus group? Contact Shai Cullop, Coordinator of Campus Service Programs in the Appalachian Center for Community Service, who can help you build a successful service experience.

# Space Reservation Contact Information

Tobias Smyth, Van Dyke,  
Martin-Brock,  
Calliopean/Hermesian Rooms,  
Blakemore House  
(276) 944-6242

**King Center**  
Josh Wellenhoffer  
jwellenhoffer@ehc.edu  
(276) 944-6147

**Wiley Auditorium and  
Classrooms**  
CSA Office  
records@ehc.edu

**Residence Hall Lobbies**  
Office of Student Life  
(276) 944-6529

**Emory & Henry Room,  
McGowan Room**  
Beth White  
bwhite@ehc.edu  
(276) 944-6690

**Chapel**  
Chaplain's Office  
(276) 944-6842

**MS Lobby**  
Karin Widener  
kwidener@ehc.edu  
(276) 944-6201

**Facilities Setup**  
Facilities Management  
(276) 944-6242

## Publicity and Communication

### Off-Campus Publicity

"All College publications which will be distributed directly or indirectly to any off-campus audience including but not limited to event programs, posters, newsletters, publicity flyers, pamphlets, calendars, and/or direct mail pieces are to be produced by the public relations office, or cleared with the director of publications or the director of public relations prior to production. Clearance involves editorial review, layout and printing assistance. Any deviation from this style book must be approved by the Public Relations Office." - Public Relations' Publication Style Manual

### Campus Media

**The Whitetopper**  
Becky Sharkey  
Editor-in-Chief  
rsharkey10@ehc.edu

**WEHCFM - WEHC 90.7**  
Richard Graves  
Station Manager  
rgraves@ehc.edu

**The Scoop**  
scoop@ehc.edu



### Tip: Event Planning Checklist

#### General Guidelines While Planning

- Allow enough time to complete all desired plans.
- Delegate to others with clear instructions.
- Create to-do lists to keep track of details.
- Hold regular meetings with your advisor and planning committees to keep everyone updated on the details of your event.

#### One Week Prior to Event

- Create a timeline for the day of the event that includes what will happen, when people will arrive, who will be carrying out certain tasks, etc.
- Confirm room reservation and room set up.
- Confirm technical needs and arrangements.
- Confirm catering order.
- Confirm transportation and travel accommodations.
- Check on payment arrangements.

#### Day of Event

- Arrive early to the venue to begin set up and go over last minute details and changes.
- Introduce yourself to the performer/guest speaker and take time to welcome him/her to the event.

#### After Event

- Make sure the venue looks presentable when you leave. Clear out all debris and move furniture back to its original location.
- Reflect on successes and growth-points for your organization and its members. Develop more effective and efficient ways to accomplish your goals.







## Guidelines for Posting Material

- ▣ All postings located on bulletin boards should be no larger than 22" x 28".
- ▣ There will be a maximum of one (1) flyer or poster per bulletin board.
- ▣ All postings should contain the name of the responsible student organization or individual and a clearly visible expiration date.
- ▣ Persons or organizations that post materials are responsible for removal of material when the posting date has expired. An expiration date will be considered one day following the date of the event.
- ▣ The posting period should not normally exceed three weeks.
- ▣ Materials should not overlap or conceal other postings.
- ▣ Materials must be attached to bulletin boards so as not to deface or destroy the surface. Signs, posters, or flyers will be attached to cork boards with tacks. No scotch tape is to be used.
- ▣ Materials must not be attached to vehicle windshields, indoor or outdoor walls/doors, vending machines, trashcans, trees, light posts, sidewalks, or other similarly unauthorized locations.

### Tip: Catering

Do you want to have a catered dinner, provide light snacks, or have a nice dessert at your event? Emory & Henry College provides catering services for your event needs. For all on-campus events, the College requires all food and beverage needs for your event to be catered through the Sodexo Dining Service.

For more information or to request an estimate for your next catered meal, contact Robin Walton at (276) 944-6587 or [rwalton@ehc.edu](mailto:rwalton@ehc.edu)

### Tip: Films

Do you want to feature a film at your event? Did you know that a public viewing of a film can violate copyright laws? To show a film at your event, you may be required to buy the rights to show it publically.

For more information on how to purchase the rights to show a film, contact the Director of Student Activities, at (276) 944-6795.

## Co-Sponsor Your Event with EAB!

*Complete the event proposal on the back to express interest in cosponsoring an event with EAB. Submit the form electronically to Josh von Castle at [jvoncastle@ehc.edu](mailto:jvoncastle@ehc.edu).*

### Emory Activities Board Leadership

President - Mary Grace Hankins

Vice-President - Linda Hurley

Secretary/Treasurer - Anna Dye

Dir. of Student Activities - Josh von Castle



# Student Activities Event Proposal

For a Co-Sponsored Event with the Emory Activities Board



Your proposal

has been:

Approved

Denied

*\*Please include all forms of publicity for the proposed program.*

Today's Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Name of Organization's Representative: \_\_\_\_\_

## Event Information

Proposed Date of Event: \_\_\_\_\_

Alternative Date of Event: \_\_\_\_\_

Time of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

*(Student Activities will take care of all reservations)*

Please provide a detailed description of your event.

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If you are co-sponsoring this event with another student organization, campus group, or outside organization, please list each sponsor along with their responsibilities.

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Please list any equipment/materials you will need to conduct your event.

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## *Student Activities Use Only*

Event Proposal: Approved

Adjusted

Denied

Comments:

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Signature: \_\_\_\_\_