

ST. EDWARD'S UNIVERSITY

SPECIAL EVENTS GUIDE

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INTRODUCTION

Special events can generate publicity, strengthen positive relationships, recognize service and achievement, provide important information, and assist the university in fundraising and enhancing its image. The university hosts or participates in numerous special events each year including recognition dinners, campus visitation programs, seminars, symposia, dedications, athletic events, anniversaries, award presentations, speeches and festivals.

Every event, regardless of its size and/or scope, impacts the image of St. Edward's University. Events help to build the reputation of St. Edward's University among the many audiences it serves. The success of each event is directly related to the degree to which the event is well-organized, well-executed, imaginative and interactive.

St. Edward's University has many resources on campus to assist you in planning special events. This Special Events Guide has been developed to help event planners optimize the use of these resources and represent St. Edward's to its many audiences in a way that is consistent and of high quality.

Policy Regarding Externally-Sponsored Events

Due to limited parking available on campus, St. Edward's University will no longer accept requests from off-campus organizations for meeting space or event venues on weekdays during the fall and spring semesters. Use of the Ragsdale Center, the Maloney Room, the Recreation and Convocation Center, the Mary Moody Northen Theatre, Our Lady Queen of Peace Chapel, athletic playing fields and other campus venues will be limited to St. Edward's staff, faculty and campus organizations. External events may be scheduled on Friday evening, Saturday or Sunday only or during the summer. This includes events for outside groups that are sponsored by a university department. (If you believe an exception should be made, your department's vice president must approve the exception.)

Any questions not addressed in this guide should be directed to the Special Events Associate at 448-8740.

PURPOSE

As you begin planning a special event, you will want to consider the following:

- Why are you doing this event?
- What are the objectives and desired outcomes for the event?
- Who is the audience?
- Is a special event the most appropriate strategy to achieve the stated goals and objectives?
- How will you determine if you have achieved the desired objectives for the event?
- What do you want the audience to take away from this event?
- Do you have the time and resources necessary to implement an effective event? Early in the process, you will need to determine the budget for the event and the account number(s) for billing.

Once you have answered each of these questions, you are ready to schedule your event. Use of an event plan can facilitate your planning and communication. For very large special events, long-range planning is particularly important; you may need to begin planning 12 to 18 months in advance. When scheduling an event, consider national and religious holidays, regional, local or university events that may conflict with your event. Remember, all events with expected attendance by an external audience of 25 people or more must be posted on the university-wide web calendar (*see [Calendar Policy](#)*). To have your on-campus event added to the university calendar go to www.stedwards.edu/upost.

You may want to contact University Police at 448-8444 prior to scheduling your event to discuss the parking options available. The Ragsdale Center can advise you about available on-campus spaces and can assist you by alerting other services (security, custodial services, etc.) regarding the location, date and time of your event. To avoid scheduling conflicts, you may wish to send out “save the date” cards to members of the university community as well as to other invited guests so they can hold the date.

If you want to have the university president and/or executive officers present, be sure to coordinate with the President’s Office and the appropriate executive officers (*see [President’s Office](#)*). This also applies for any elected official or VIP that you would like present at your event. You also will need to coordinate all communication with the Board of Trustees through the President’s Office. Please inform them if local, state or federal elected officials and executive officers are to be invited.

PRICE

Once you have decided that you are going to have an event, you need to think about the budget. It determines the scope of your event. Below are some standard components that should be in your budget. There are certainly others, but these are some basic categories to get you started:

SPEAKER — Will the speaker travel alone or with someone? What mode of transportation (airplane, train, driving) will be used? If traveling by air, do you make the flight reservation and pay for the ticket up front or do they pay for the ticket and then receive reimbursement from you? Will he/she travel coach or first class? Most speakers will have a contract and/or rider that will address items such as cost, meals and special considerations. Review the contract carefully.

LODGING — What hotel accommodations do you need for those attending and speaking at your event? How many people? How many nights? Hotels always have tax — don’t forget to add that into your room rate. Although St. Edward’s is tax exempt, you will still have to pay the city hotel tax. Are you responsible for meals while they are in town? If they are staying on campus, contact the special events associate at 448-8740 for guidelines for on campus accommodations.

PUBLICATIONS — What printed materials will you need for your event? These include posters, fliers, tickets, RSVP cards, place cards, brochures, postcards, advertisements, promotional items, invitations, signage, banners, programs, table tents, door hangers and other specialty items (*see [Publications](#)*). Remember to allow a minimum of four to six weeks for production and mailing of promotional materials. If mailing items you will need to budget postage costs. The Marketing Office can help identify the most cost effective way to handle postage (e.g. stamps, bulk mail, etc.).

VENUE — Where will you hold your event? In addition to the cost of your event, items such as audiovisual and linens may be extra. Please note there is usually a 15 to 20 percent service charge added to all invoices.

FOOD/BEVERAGE — What type of food and beverage will you require? Your food selection will depend upon the type of event you are having and the occasion and/or theme. For instance, the menu for an afternoon tea will be much different than for an evening cocktail reception. Alcohol is a separate cost that is not included in the price of your meals. Your options for alcohol service are a cash bar wherein guests pay for their own drinks, an open bar paid for entirely by the sponsoring organization, limited drink service (perhaps only beer and wine are options). Wine can be priced per bottle or per glass. There should always be at least two non-alcoholic beverage options.

DECORATIONS — What items will visually enhance the event? This could include flowers, table linens or centerpieces. If a certain theme is determined, decorations can be used to convey this to attendees.

PHOTOGRAPHY — How will you visually document your event? If you need images for publications or the web, the Marketing Office coordinates university photography and will arrange a staff person to take pictures at your event. If you need photography for office scrapbooks, please feel free to take your own photos. Should your event require a professional photographer, Marketing will assist you with finding the best photographer for the best price to fit your needs. Once you are aware of your photography needs, contact Marketing at 448-8775, and they can hire a photographer to that meets your event and budget requirements.

MISCELLANEOUS — How much should you place aside for miscellaneous items? More often than not, something comes up during the course of the event planning process that you have not anticipated.

FREE RESOURCES

We are fortunate to be at a university that has an abundance of free resources available. Here are a few that may be helpful for planning an event:

- The Marketing Office can provide free design service. Staff members can design the various publications, promotional items and signage for your event. Only the printing costs will be charged to your department or organization. Marketing also has writers who can review text for publications and speaking points. Marketing staff members also are available to consult with you regarding your event planning objectives and public relations needs.
- The St. Edward's music program has an array of choirs, soloists and instrumentalists that are available for events. Not only are they talented and professional, they also send a wonderful message about our students and programs.
- Because service is such a trademark here at St. Edward's, students are often available to assist you by serving as greeters, distributing information, assisting with tours, etc.
- The Physical Plant Office may be able to assist you with tables and chairs for outdoor events as well as manual labor to assist with setup and breakdown. Physical Plant also manages an outdoor stage that is available for events.
- The web team of the Instructional Technology Office can assist with creating event web sites or online registration.

When developing your budget, begin to walk through your event from beginning to end and make note of everything that has a cost. Sometimes you may not know the exact cost, but you can approximate or do some research to find out. Don't be alarmed if you have to revise your budget several times over the course of planning your event

PLACE: VENUE/CATERING/PARKING

Now that you have a ballpark of what you will spend, it is time to select your venue. Location is one of the most important aspects of a successful event, so revisit your purpose and goals when selecting your venue. Make sure your venue fits the setting you desire for your event. Always remember to secure your venue early. Spaces can go very quickly.

If your event is off-site, make sure you do a site visit and go prepared to ask questions. (Are standard decorations included? Is audiovisual included? When does the venue need the final count for meals? Parking — where, quantity and cost?) When signing your contract, please review it carefully. Once signed, it is legal and binding.

AVAILABLE ON-CAMPUS FACILITIES

The following campus facilities are available for special events. Depending on the group hosting each event, there may be a charge to use some facilities. The capacity of each location will depend on your specific set-up needs for the event.

Inquiries about the availability of space for regularly scheduled meetings or special events can be made by phone at 448-8796 or to 25live. 25Live, an online scheduling tool for on-campus meetings, is now available to all staff members with campus computer access. You can now make your space reservations directly through this system while checking availability (<http://r25.stedwards.edu/25live/index.html>).

25Live:

- Centralizes scheduling for non-academic spaces, including outdoor spaces
- Provides an online request form
- Shows calendar views of non-academic and outdoor spaces

Each reservation must have one individual designated as the contact for all communications regarding the reservation. This designated person also will assume responsibility for the condition of the space after the event.

University events will receive priority for space reservations in the Ragsdale Center and Fleck Hall. Reservations are granted on a first-come, first served basis and should be made well in advance of the event to ensure space availability.

Robert and Pearle Ragsdale Center

Created in 1999, the Ragsdale Center is equipped with various multipurpose spaces and is the setting for most university events. The Information Desk, located on the main level of the Ragsdale Center, is the central point of information for guests of the center. Guests should visit the Information Desk for reservations, room access, audiovisual equipment requests and space inquiries.

While the Ragsdale Center has many available areas for events, some of the most useful spaces include:

Mabee Ballroom: This 5,000-square-foot room divides into three separate spaces by using built-in soundproof walls. With a capacity of up to 300 banquet style and 500 auditorium style, this space is ideal for receptions, banquets, speakers or large meetings.

Jones Auditorium: With fixed seating for 252, Jones is used for large classes, lectures, performances, movies, meetings and special events.

Meadows Coffeehouse: Serving Texenza coffee, specialty drinks, pastries and sandwiches, the coffeehouse is a quick place to grab something “to go” or sit and relax with a specialty coffee. The Coffeehouse opens up to the Jones Courtyard, with outdoor seating available.

Additional Campus Spaces

The following is a list of other spaces available on campus and the appropriate contact information.

Classrooms

Contact: Registrar’s Office, 448-8762

Main Building

Maloney Room (The furniture in the Maloney Room is part of the room, which can limit your setup options and numbers. The room can accommodate 66 people in standard setup and up to 98 banquet style. Contact: Ragsdale Center, 448-8796

Fleck Hall

Remodeled in 2007, Fleck Hall offers a variety of conference rooms depending on event size. Each of the six rooms is equipped with a computer, LCD projector and Internet access. Contact: Ragsdale Center, 448-8796.

Outdoor Spaces

Main Building Lawn, Fondren Lawn, Holy Cross Lawn, Moody Lawn, Moody Ramp, Ragsdale Lawn and Ragsdale Plaza
Contact: Ragsdale Center, 448-8796

Moody Hall

Atrium and Second Floor
Contact: Ragsdale Center, 448-8796

Our Lady Queen of Peace Chapel and Mang House

Contact: Campus Ministry, 448-8499

Mary Moody Northen Theatre

Contact: Theatre Business Manager, 448-8483

Recreation and Convocation Center

Contact: Athletics, 448-8480

Professional Education Center

15 classrooms in a satellite campus located at 9420 Research Blvd. Echelon III
Contact: PEC, 346-8110

Trustee Hall Conference Room (2nd floor)

Contact: Ragsdale Center, 448-8796

FEES

Room reservation fees are for nonuniversity events and groups only. Nonprofit organizations are eligible for a 20 percent discount on reservation fees with documentation of nonprofit status. Occupancy figures reflect both conference seating and auditorium seating. Additional fees will apply for the use of audiovisual equipment, special room setups and technical support.

Room Name	Room #	Size	Capacity (in feet)	Rates for Nonuniversity Groups		Rates for Nonprofit Organizations	
				Full Day	Half Day	Full Day	Half Day
Lucas	301	16 x 20	16/30	\$110	\$70	\$80	\$50
Rice	319	12 x 19	14/25	\$100	\$65	\$70	\$45
Brothers	320	11 x 19	14/25	\$100	\$65	\$70	\$45
Herdon	321	10 x 13	8/16	\$70	\$50	\$50	\$35
Ikard	322	10 x 13	8/16	\$75	\$50	\$50	\$35
Bain	330	19 x 23	20	\$200	\$130	\$180	\$120
Mabee Ballroom	326	50 x 100	240/500	\$1800	\$1200	\$1350	\$900
2/3 Mabee Ballroom				\$1200	\$800	\$900	\$600
1/3 Mabee Ballroom				\$600	\$400	\$450	\$300
Hilarion Lobby				\$150	\$100	\$120	\$80
Jones Auditorium	101		256	\$900	\$450	\$700	\$350
Jones Lobby				\$150	\$100	\$120	\$80
Maloney Room	MB 320		152	\$700	\$400	\$560	\$300
Ragsdale Plaza				\$100	\$50	\$80	\$40
Classroom			12/20	\$100	\$65	\$70	\$45
Fleck	305			\$400	\$250	\$300	\$175
Fleck	306			\$150	\$150	\$185	\$115
Fleck	309			\$150	\$100	\$115	\$75
Fleck	313			\$150	\$100	\$115	\$75
Fleck	314			\$300	\$175	\$225	\$135
Fleck	315			\$250	\$150	\$185	\$1

ALCOHOL

St. Edward's University encourages the responsible use of alcohol. Service and/or consumption of alcohol is to be complimentary to an event, and under no circumstances should the event have consumption of alcohol as its primary focus. Please contact the Ragsdale Center at 448-8796 and ask to speak with a member of the professional staff for requirements and details on the St. Edward's University Alcohol Policy.

AUDIOVISUAL SUPPORT

For events being held in the Ragsdale Center, contact the Ragsdale Center Information Desk and ask to speak with one of the professional staff. They can assist you with identifying the proper audio/visual equipment to meet your event needs. Please make audio/visual requests for your event a minimum of one month in advance.

CALENDAR POLICY

When considering a day for your event, check the online university calendar (www.stedwards.edu/market/calendar/events) for open dates. Once you have found an open date, you may submit event information through U-Post (www.stedwards.edu/upost).

While St. Edward's University can often accommodate events occurring simultaneously, there may be instances when events should not occur at the same time due to limited facilities or limited resources such as parking or security. In these cases, the events will be reviewed by the Marketing Office in order to determine a feasible solution.

Recurring annual university-wide events, such as graduation, orientation or move-in day may be booked a year in advance. Events of this nature are considered black-out dates on the calendar, and only in limited circumstances can simultaneous events occur on those days.

Please contact the Marketing Office with any questions regarding the calendar policy at 448-8740.

CATERING

Bon Appetit is the food service provider for St. Edward's University and is available to cater any event that you have on campus. Although Bon Appetit and the Ragsdale Center are housed in the same facility, they are separate offices. Changes in attendance numbers and event cancellations must be submitted to both Bon Appetit and the Ragsdale Center.

When meeting with your caterer, supply as much detail about your event as possible. Also be clear about your budget. Most caterers are willing to work with you to ensure your event is fantastic. Read over everything you sign. For larger events, it is customary for the caterer to provide a tasting.

Bon Appetit does have exclusivity catering rights for the President's Dining Room in Fleck Hall. They can be reached at 428-1077.

EXTERNAL CATERERS

Should you decide to use an external caterer, please be aware that there are no kitchen facilities or equipment available for external caterers and no food can be left behind following the event. Caterers must have all necessary Texas Health Department food event permits. For additional information, please contact Ragsdale Center at 448-5876 and ask to speak with a staff member.

PARKING POLICY

To avoid excessive use of parking spaces on campus, and to ensure a positive experience for campus visitors, all events with expected participation of at least 25 external attendees must be posted on the online university calendar.

There are two designated visitor lots on campus, one in front of the Scarborough-Phillips Library and the other is adjacent to the Robert and Pearle Ragsdale Center. Both lots are always free to visitors. Parking in the garage is an alternative for visitors when other lots may be full. Visitors may use the parking garage for a \$6 daily fee, payable by credit card. The parking garage is open daily from 7 a.m. to 7 p.m. If special accommodations are required for the parking garage, contact Auxiliary Services at 448-8605.

EVENT PARKING SIGNAGE

Event parking signs are available from the Marketing Office. To reserve signs, contact the special events associate at 448-8740.

VALET PARKING RECOMMENDATION

If you would like to provide valet services for you guests, St. Edward's University has established a relationship with three valet parking companies that you may use. Prior to contacting the valet service, you should contact the University Police Department at 448-8444 regarding your event parking arrangements. UPD will determine what area would be most suitable for the valet to use for car storage. Primarily, they will use the lot behind the parking garage.

Capitol Valet
626-3972

First Impressions
263-8885

VIP Valet
479-7200

GOLF CART SUPPLIER

Some valet parkers may require that you rent a golf cart. To arrange for a golf cart, please contact Kenfield Golf Carts at 258-8515.

PLANNING

Now that you have your budget, it's time to begin planning. The number one rule is "Sooner is always better than later." Refer back to your purpose and objectives and begin to map out the event in mind. One question to ask is "What will make this event unique?" Let's say your department is going to have a luncheon. Groups have luncheons on a frequent basis. What is going to make your lunch unique? This is when you begin to brainstorm. No idea is too big or too little. It sometimes helps to brainstorm with a group of people.

Once you've identified some unique qualities, begin to write the flow of the event on paper. Walk through the event from beginning to end, remembering your purpose, objectives and audiences. Those elements are the roadmap that will keep your event focused. Walk through it as the planner, but also as a participant. Remember the five senses: smell, sight, touch, hearing and taste. What do I want the attendees to feel? What should they smell when they walk in the room? Once you walk through it on paper, you can create a timeline. A timeline is a big to-do list with deadlines. It will help you prioritize, stay organized and meet crucial deadlines such as publications, committee meetings, dates for mailing items, etc.

During this process, keep your supervisor informed. He or she will be able to guide you if there is an aspect of the event you are unsure of, budget adjustments to be made or other details that need to be changed. Also find out what communication style works best for your supervisor — personal meetings, detailed written information or a combination of both.

Through this process, also identify any other offices or programs that will be involved in your event. Provide clear communication to these groups, stating your needs. Please remember to give them enough time to assist you.

PUBLICATIONS

DESIGN AND PRODUCTION

The Marketing Office offers free design service for your publications. Remember publications can include any printed materials that you will need for your event: posters, flyers, tickets, RSVP cards, place cards, brochures, postcards, advertisements, promotional items, invitations, signage, banners, programs, table tents, door hangers, etc.

Before you approach the Marketing Office, identify all publications you need for your event. Walk through your event from beginning to end, think of anything that needs to be printed and make a list. Once that is complete, create the text for these publications. Once you have those two elements, contact the Marketing Office at 448-8775 and an account executive will open a project to create your publication. Marketing's writers will review your text for grammar and style. From there, it's on to design. Once a proof is ready, you will be contacted to review it.

One of the most important items to remember with publications is time. All too often, individuals are not prepared and have to put something together very quickly, which increases your chance of error. It is helpful to plan backwards when dealing with deadlines for publications. If you want posters to be up for an event two weeks prior, you need to have the information to Marketing two weeks prior to that.

INVITATIONS

Guest Lists

Before you make your invitation, you must define your target audiences and compile your invitation list. This list should be reviewed by your director and/or vice president. Should you require a large invitation list, you will need to submit a written request for lists and mailing labels to Advancement Services at least two weeks before you need to utilize the requested information.

The timeline for mailing invitations varies. Generally, the more prestigious the event, the more lead time you should allow. Four to six months prior to a very large or very important event, mail "save the date" notification. *However, all event invitations should be mailed no later than four weeks prior to a scheduled event.* You may wish to use fliers, posters, e-mail or letters to promote more informal events.

The 10 Elements of an Invitation

(adapted from Letitia Baldrige's *New Complete Guide to Executive Manners* with some revisions)

The guidelines listed here apply to most invitations created for university events. For formal events involving the university president, Emily Post Style may be used for invitations, replies and programs. All guidelines are covered in the St. Edward's University Communications Style Guide.

1. **The University Symbol** — This is generally the logo. Use of the university seal is limited. Consult the St. Edward's University Communications Style Guide.
2. **The Names of the Hosts** — In a formal invitation the full name is spelled out. In an informal one, initials may be used. It is important to remember that people do the inviting, not organizations. There always should be a human being who does the inviting, or at least a group of people, "The St. Edward's University Board of Trustees cordially invites you to ..."

When there are several hosts, the senior person's name comes first. If you have a large group of hosts of more or less the same rank, list them alphabetically at the top of the invitation.

3. **Phrasing the Invitation** — "Requests the pleasure of your company at" is the most formal style invitation. Less formal are the phrases "invite(s) you to attend" or "cordially invites you to ..."
4. **The Kind of Event** — Is this a reception, ribbon-cutting ceremony, brunch, luncheon, etc.?
5. **The Purpose of the Event** — Your invitation will be most effective if it includes the purpose of the event. The purpose is best communicated by using a specific action or function: "to meet," "to celebrate," "to commemorate," "to dedicate" or "in honor of."

If there is to be a speech or special performance during the event, include that information on the invitation to ensure the greatest number of guests will be present at that time. For example, in the invitation, you might say:

- "President Martin will address alumni, parents and friends of the university at 6 p.m."
- "Guided tours of campus will depart from Ragsdale Plaza at 10 a.m. and 10:45 a.m."

If a special musical group or other live entertainment will be performing at a certain time, give that information on your invitations so your guests may plan accordingly.

6. **The Date** — As shown in the St. Edward's University Communications Style Guide, express the date with the day of the week, followed by the month abbreviated (except March, April, May, June and July), actual date and the year.

Examples: Saturday, Jan. 20, 2004; Wednesday, March 2, 2004

7. **The Time** — As shown in the St. Edward's University Communications Style Guide, indicate the time like this: 10:30 a.m., 6 p.m., noon, 1 p.m., 4–7 p.m., 10 a.m.–noon

8. **The Place** — Always include the formal name, room, floor, street address and city.

9. **Special Instructions** — You may need to communicate special arrangements for parking:

Valet parking

Parking is available in the lot east of the Ragsdale Center.

Or assist with transportation to and from the event:

Map enclosed.

Chartered buses will leave from the south side of the Ragsdale Center every 10 minutes.

Or communicate weather arrangements:

Rain date: June 26

In case of inclement weather, please call _____.

In case of rain, the alumni picnic will be held in the Mabee Ballroom.

Or communicate clothing requirements:

Black tie or Black tie optional

Dress warmly and wear comfortable shoes for the walking tour

10. **Where to reply** — The letters RSVP are at the bottom of the invitation, followed by the name of the person, his/her telephone number, e-mail address and/or fax number.

A printed RSVP card and matching envelope are commonly used and should be enclosed in the invitation. The invitation, envelope, RSVP card and return envelope should always be the same paper, font and color. The return address on the envelope should include the St. Edward's logo in the upper-left-hand corner. Refer to the St. Edward's University Communications Style Guide.

The response card should include a place for the name of the person(s) attending, a space to accept or regret, the telephone number of the respondent, and a reply deadline. You also may wish to include a fax number or an e-mail address for RSVPs. The RSVP card should include a space for the telephone number of the respondent and a listing of event, date, place and time. This assists the person receiving the replies. The response card envelope should display the return address of the RSVP contact. Unless you are sending 25 or fewer invitations, you do not need to stamp the response card envelope.

Mailing the invitations — For formal invitations, whenever possible, envelopes should be addressed by hand using a pen with ink matching the color of the ink on the invitation.

With the exception of large, open athletic events or selected alumni events, invitations should not be stamped using the meter machine. It is recommended that envelopes should be mailed using first-class stamps.

OTHER PUBLICATIONS

Fliers, posters, programs and other publications can be used on and off campus and should be designed to complement the invitation, if there was one. When designing other publications, include information about the name of the event, purpose, date, time, location and cost (if any). In addition, the following information may be needed, depending on the size and the nature of the event: event sponsors, cost, parking information, information about attire, ticket information, rain location and rain date.

If distributing fliers/posters to all students on campus, work with Student Life at 448-8422 and Residence Life at 448-8419 to determine the exact number needed. The two offices will handle distribution.

The university has a policy regarding the posting of fliers and posters and an operating procedure regarding fliers and leaflets. Please contact Student Life at 448-8422 for these guidelines.

PROMOTION

Publicizing and promoting special events requires the same care and planning as the event itself. The number one rule is to plan early. Consider pre-event publicity opportunities to generate maximum attendance and ideas for post-event coverage.

Prior communication needs to be carefully targeted, repetitive and integrated to achieve a greater effectiveness. Pre-event publicity can include a mix of news releases, public service announcements, calendar notices, postings to the St. Edwards' University calendar, mass e-mail, banners, fliers, posters and/or advertisements.

You must keep your audience in mind as you think of your promotional strategy. How does your audience like to receive communication? For students, don't count on e-mail as your only source of communication. That combined with listings, posters, fliers, etc., will be more effective. Also, be creative and explore new ways to promote your event.

Also consider these promotional ideas:

- Post your event on the university web calendar (*see Calendar Policy*)
- Post your event on UPOST to have it included in e-mail newsletters to faculty, staff or students.
- Post items such as fliers and small posters at various locations on campus. Take your posters to Student Life and they will post them for you. If you desire to put up information in the residence halls, contact Residence Life. *Please note that any information posted on campus must be approved with a stamp from Student Life.*
- There are more than 50 student organizations on campus with mailboxes. Fliers or other types of promotional items may be submitted to the Office of Student Life for inclusion in student organization mailboxes.
- Large posters (24" x 36" and larger) may be hung in various locations on campus. High traffic areas include Ragsdale Center, the Scarborough-Phillips library, Moody Hall and the Recreation and Convocation Center. *Remember, any information posted on campus must be approved with a stamp from Student Life.*
- Send all event information to administrative staff through campus mail. It is always wise to keep top administrators informed of campus activities.
- Table tents can be very effective in places like Meadows Coffeehouse, South Congress Market, Ragsdale Center, the Scarborough-Phillips library and Moody Hall.
- Send information to *Hilltop Views*, the St. Edward's student newspaper, at 637-1989.
- There are several places in Austin where you can post information: libraries, recreation centers, bookstores, coffee shops, etc.

MEDIA COVERAGE

If you feel that media coverage for your event would be appropriate, please contact the director of Communications at 448-8404 as soon as your event is scheduled to discuss this option. An appropriate mix of media strategies to promote your event will be determined. Please remember that although you send information to the media, it selects what it covers. Sending information does not guarantee coverage. If you want to guarantee something in print in the newspaper, you must submit an advertisement.

The media policy of St. Edward's University requires all press inquiries to be handled through Marketing. If you are contacted by the media, you must refer them to the director of Communications at 448-8404. As a private institution, St. Edward's University does not permit external news media on campus without prior approval from the director of Communications. Media on campus without such approval may be asked to leave by University Police. If you anticipate media attendance at an event you are planning, please coordinate media coverage at least two weeks prior to your event.

PAYOFF

After the event, always evaluate and receive feedback from attendees, your supervisor/vice president, committee (if applicable), and your staff. You can create a formal evaluation form that individuals can fill out and submit, or you can ask people. Feedback helps to identify some things that worked really well during your event, and brings to light some of the challenges to ensure you will not do this for future events. In addition, create a summary document highlighting the successes and ensure it is routed to the right people.

PITFALLS

These are some pitfalls to avoid. They've been mentioned already, but these are some of the most common errors that occur with events.

- VIPs did not receive timely detailed information on the event
- Facility/catering did not receive your details on time
- Event did not have a clear purpose or focus
- Organizers started planning too late (Remember, it's never too early to plan!)
- Organizers did not adhere to the budget
- Marketing of the event was ineffective and not appropriate for the targeted audience
- Timing conflicted with other events (on campus, Austin community)

OTHER INFORMATION

COMMUNICATIONS STYLE GUIDE

St. Edward's strives to enhance its image as one of the best small universities in the nation, and a consistent graphic identity plays an integral role in this effort. Any graphic identity program is only as effective as its application. That's why Marketing developed guidelines for university communications. The Communications Style Guide provides the guidance necessary to ensure the immediate recognition and appreciation of the St. Edward's image.

Created after consulting a range of respected sources — including university staff and faculty, the guide answers questions about the use of the St. Edward's graphic identity. It also provides helpful information for anyone preparing university communications — especially those intended for prospective students, donors, alumni, parents or other constituencies outside the immediate university community of faculty, staff and current students. These standards also may be used for memos, flyers, invitations and student publications intended solely for an internal audience of faculty, staff and current students.

University communications use the *Associated Press Stylebook* as the primary reference for style, usage, spelling and punctuation, and *Webster's New World College Dictionary* as the primary dictionary. Certain style guidelines are specific to St. Edward's University. In these cases, the university's style guide takes precedence over any entries in the *AP Stylebook* or other references.

CONTRACTS

As you secure facilities and performers, you will have to sign contracts. This is a simple legal agreement that makes your needs and expectations known, as well as those of the facilities and/or performers. Usually, most facilities and performers will send you a contract. However, from time to time, you will have instances where you must create a contract for services you are securing from a facility and/or performer. As a reminder, please review all contracts carefully before you sign them. Once a contract is signed, it becomes a legal and binding agreement.

NAME TAGS

Whenever possible, preprinted name tags should be prepared for all guests and arranged in alphabetical order at the registration/check-in table. Always have blank name badges and either a printer or a quality pen available in case you have to make changes/additions to the name tags. Most university event name tags are 4 inches by 3 inches inserts contained in vinyl badges holders with pin and clip fasteners. The nametags, which are gold with blue text, can be ordered through the university bookstore. All university alumni should have their class years on their nametags. The Communications Style Guide describes the correct way to indicate this.

PRESIDENT'S OFFICE

If you desire to have the president attend and/or speak at your event, coordinate with the administrative assistant to the president at 448-8411 to reserve the date on the president's calendar before the event date is chosen. Please provide this person with a synopsis of your event that includes date, time, location, audience, purpose, objectives, etc. Submit your request as soon as possible. If speaking points are required for the president, please submit these to the President's Office two weeks before the event. The writers in Marketing are available for guidance and review, if needed.

SPEAKERS

If you are inviting or hiring a speaker, submit a written request for his or her. The speaker will need to know the event, date, location, audience, your expectations and parking/check-in specifics. In addition, send a confirmation letter one week before the event to confirm and relay directions to campus, including parking. If you have a VIP speaker, connect with University Police to arrange for special parking.

DON'T FORGET ...

- As a courtesy, always invite administrative staff to all events. For larger events, an event summary should be given to the vice president for your area to present to administrative staff prior to the event.
- All media requests must go through the director of Communications.
- Try not to schedule your event around a blackout period, e.g. orientation, graduation or during another major event that may be occurring on campus.
- Before you solicit for donations or invite donors to an event, you must contact University Advancement at 448-8763.
- Board of Trustees correspondence (invitations, letters, e-mails, etc.) must go through the assistant to the president at 464-8893.
- Purchase orders are submitted on Wednesday for check pickup on Friday. Please be aware of this for vendors who must pickup their check at the event.
- Remember to consult with Marketing to ensure your publications meet standards established in the Communications Style Guide.