PROGRAMMING GUIDE

- Decide what type of event to host
  - Guest speaker
  - Film screening
  - Panel discussion
  - Banquet/reception
  - Workshop/round table
  - Performance/show

- Reserve a space to host event (see Room Reservation Guides)
  - Guest speaker (check with guest about tech setup/book sales tables/etc. for event and make sure to include necessary setup in room reservation request; also ask if there are any other supplies guest will need such as markers, flip chart paper, etc.)
    - MUB Ballroom
    - MUB Ballroom A
    - MUB Ballroom B
    - MUB Ballroom A1
    - MUB Ballroom A2
    - MUB Alumni Lounge
    - Fisher 135
    - Dow 461
    - M&M U115
    - Forestry G002
  - Film screening (make sure to purchase screening rights; ask CDI liaison for help with this if needed)
    - Fisher 135 (476 seats) — contact Film Board about screening/concessions partnership
    - Dow 461 (250 seats) — can screen DVDs & order pop/popcorn from Dining Services
    - M&M U115 (241 seats) — can screen DVDs & order pop/popcorn from Dining Services
    - Forestry G002 (125 seats) — can screen DVDs & order pop/popcorn from Dining Services
  - Panel discussion
  - Banquet/reception
    - MUB Ballroom
    - MUB Ballroom A
    - MUB Ballroom B
    - MUB Ballroom A1
    - MUB Ballroom A2
    - MUB Alumni Lounge
    - Forestry Atrium
  - Workshop/round table
  - Performance/show
    - Rozsa Center
    - Fisher 135
    - MUB Ballroom
    - MUB Ballroom A
    - MUB Ballroom B
    - DHH Ballroom

- Reserve space for promotions if needed
  - As soon as you know the date, time, and location of your event, email Mary Peters to reserve dates for table tents in the dining halls (see Publicity Guide for more info)
  - If you want to use promotional tables to pass out flyers or promote an event, reserve tables in MUB and/or Fisher as soon as you know the date, time, and location of your event (see Publicity Guide for more info)

- Order food for event if needed (see Dining Services Menus—make sure to check out Student Packages)

- Outline guest speaker itinerary if needed
  - Travel arrangements
    - Gas mileage reimbursement if driving
    - Book plane ticket if flying
  - Hotel reservations
• Franklin Square Inn (has a free airport shuttle in case guest is arriving on the late flight or departing on the early flight; provides coupon for free breakfast at Sheldon Grille)
• Super 8
• Wads Guest Rooms (check with Housing for availability, possible free use)
• MUB Guest Rooms

- Pickup & drop off schedule
  - Who is picking up guest at airport?
  - Will guest be dropped off at hotel for check-in & rest period after arrival?
  - Who is picking up guest from hotel for transport(s) to campus?
  - Who will drop off guest at hotel after event(s)?
  - Make sure guest has down time between events if doing multiple presentations
  - Make sure guest is at event location at least 30 minutes before event starts to make sure tech setup is working properly

- Guest meals
  - After guest has confirmed campus visit, ask if there are any special dietary needs (vegan, vegetarian, lactose intolerant, food allergies, etc.)
  - When/where/with whom will guest be eating breakfast/lunch/dinner?
  - Is transportation needed for meals?
  - How will guest’s meals be paid for?

- Payment
  - Contact Karen or Carol for assistance completing the Independent Contractor paperwork or submit contract to Purchasing (in Citizens Bank building) for approval if guest speaker has personal or speakers contract (you need to submit this paperwork at least three weeks ahead of time)
  - Contact Karen or Carol for assistance arranging an honorarium for guests who don’t have a speaker’s fee or for suggestions about possible gifts to give in lieu of financial payment

- Final checks pre-event
  - Make sure all necessary supplies are provided
  - Make sure all necessary technology (video, sound, projector, etc.) is working properly at least 30 minutes before event begins
  - Make sure there is a bottle of water for guest speaker during event
  - Make sure dining services has delivered food prior to event

- Financing your event
  - USG SAF budget
  - General Fund via CDI Liaison
  - Parents Fund (http://www.mtu.edu/compass/parent/fund/)
  - Student Affairs (contact Les Cook)
  - Student Life (contact Beth Lunde)
  - Housing and Residential Life (contact Travis Pierce)
  - Student Organization co-hosts (http://www.involvement.mtu.edu/)
  - IRHC (http://www.irhc.mtu.edu/)
  - Academic Departments

- Prepare and distribute promotional materials
  - Have flyers, posters, table tents designed at least 12 days before event
  - Submit flyers, posters, table tents to print shop at least 12 days before event (give them a couple of days to get them printed—request pickup date 9 days before event)
  - Hang flyers or posters at least 7 days before event
  - Put table tents out either “day before + day of event” or “two days before event”
  - Send flyer to EDS to run for 7 days leading up to event
  - Send flyer/event info to listservs at least 7 days before event
  - Add event to online calendars at least 7 days before event
  - Submit announcement to Tech Today 7 days before event
  - Submit reminder to Tech Today 2 days before event
  - Create Facebook event at least 7 days before event
  - View Publicity Guide for other options for promoting events

- Purchase, gather or make any necessary supplies or materials needed for event
  - Signs (K-Day, events)
  - Giveaways (interest meetings, K-Day, promotional tables, events, etc.)
  - PPTs (interest meetings)
- Sign-up/interest sheet (K-Day)
- Organizational brochures or flyers (interest meetings, K-Day, promotional tables, events, etc.)
- Markers, flip chart paper, laptop, clicker, candy, etc.
- Float decorations (Parade of Nations)
- Food (cookouts, Multicultural Festival, bake sales, etc.)
- Boards, forms, gloves, etc. (Winter Carnival)

- Arrange for media coverage during event if desired
  - Contact Lode about sending reporter/photographer
  - Contact University Marketing and Communications about sending University photographer
  - Contact Emil Groth (ehgroth@mtu.edu) about taking photos at event
  - Contact TV 6 about sending reporter