



So, you want to put on a  
campus event?



A How-to Primer on  
**Event Planning**  
for UMA Faculty  
and Staff

produced by:  
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# Five Steps for Planning an Event

## So, you want to plan a campus event?

In undertaking such a task, there is good news and bad news:

- The good news is that there are staff people on campus -- especially in the Office of University Advancement and the Office of External Relations -- who can support your efforts.
- The bad news is that while there are staff people who can assist you in planning your event, their availability and resources are limited. That means the ultimate responsibility for your event -- and most of the work it will entail -- will rest with you.

Consequently, this document will not only lay out what help you can find on campus, but also what you can expect to have to do yourself. Our best advice: recruit others to help.

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## Step One. Your Brilliant Idea

You have a brilliant idea for a campus event. Maybe it's putting together a panel discussion, lining up a speaker or performer, airing a film or film series, or organizing a one-day or multi-day symposium.

The very first thing you need to do is check with your Dean or supervisor to make sure you have approval to move ahead. In some cases, your Dean or supervisor may need to check with others before giving you the green light.

Once you've secured approval, you are strongly encouraged to recruit others -- or for larger events, an entire committee -- to share in the work. Even a short one or two-hour event can translate into a lot of responsibility for one person.

## Step Two. Lining up a Date and a Location

Before you get too far with organizing your event, you will want to make sure there is a campus location available for the day or days you are thinking.

### Augusta Campus

Ann Roes, who works at the Information Desk on the first floor of the Randall Student Center, in most instances is in charge of reserving rooms or space on the Augusta campus. When you reserve a room through Ann, you should also let her know your set up needs.

Karen Adrienne is in charge of reserving the Danforth Gallery. If you are interested in using the Danforth Gallery, you need to contact Karen and complete a form.

### Bangor Campus

At UCB, contact Diana Bartlett, Assistant Director of Facilities and Assistant to the Dean, in Bangor Hall to schedule space on campus.

### Videoconferencing

If you are interested in using video conferencing, go to <https://vc.maine.edu/vcreq.php> to set up the rooms and fill out the ticket to get the vc reserved. The contacts are listed on the VC request.

### Contacts for Lining up a Date and a Location:

- Ann Roes (Augusta campus), Randall Center, 621-3011 or [annm.roes@maine.edu](mailto:annm.roes@maine.edu)
- Karen Adrienne (Danforth Gallery), 621-3243 or [karena@maine.edu](mailto:karena@maine.edu)
- Diana Bartlett (Bangor campus), Bangor Hall, 262-7700 or [Bartlett@maine.edu](mailto:Bartlett@maine.edu)
- Videoconferencing: [vc.maine.edu/vcreq.pcp](https://vc.maine.edu/vcreq.pcp)

### Step Three. Budget/Fundraising/Administrative Support

Almost any event costs money to organize. If you anticipate needing to raise funds through ticket sales, grants, sponsorships or solicitation of businesses, groups or campus organizations, it is critical that you first contact the Office of University Advancement (OUA). The OUA will need to set up an account for you and review your fundraising plans to make sure there is no conflict with your anticipated funding sources. They may also have some ideas or support to offer.

In advance of meeting with the OUA, you will need to complete and submit to them a Project Proposal form, available at their Office in Robinson Hall or online at [uma.edu/app.html](http://uma.edu/app.html).

In some cases, the OUA will also need to refer you to Administrative Services to make any contract or insurance arrangements, or to the Office of Budget & Finance to set up any special budget accounts.

### Step Four. Logistics

Depending on your event, you may need to arrange for a podium, sound, lighting or audio visual assistance. You may want to serve food refreshments; you may need maintenance to set up chairs or tables, or you may need to reserve parking or arrange security.

**A word on catering:** On the Augusta campus only, catering must be provided through Aramark. The only exceptions are if the event takes place during the summer or Aramark says they are unavailable to cater your event. If Aramark is unavailable to cater your event, you can feel free to arrange for any caterer you wish. If you need suggestions, contact Joyce Blanchard.

Since Aramark does not provide catering services on the Bangor campus, outside catering must be arranged for any events. Contact Diana Bartlett for a list of local caterers.

In arranging for an outside caterer on either campus, you must also contact Administrative Services to get information on contracting and insurance requirements.

**A word on alcohol at events:** Alcohol is prohibited at UMA events, unless special permission is granted. If you are interested in having alcohol served, you must first complete a Social Event Registration Form available through Administrative Services. Sheri Stevens will then review and decide upon your request. If this is an event where students will be in attendance, Kathy Dexter will also need to review the request.

**A word on AV Equipment:** If your event requires audio-visual equipment (sound, projector, etc.), you need to contact Media Services at 621-3343 at least 2 weeks prior to your event. Staff support is available Monday through Friday from 8:00 am to 5:00 pm. Staff support outside of those hours must be requested at the time you reserve your equipment and will incur a \$20 per hour fee. See <http://www.uma.edu/audiovis.html#equip> for details.

### Contacts for Budget/Fundraising/Administrative Support:

- Joyce Blanchard, Office of University Advancement, Robinson Hall – 621-3191 or [joyceb@maine.edu](mailto:joyceb@maine.edu)
- Ruth Turcotte, Office of Budget & Finance, Farm House - 621-3411 or [ruthr@maine.edu](mailto:ruthr@maine.edu)
- Pam Goding, Administrative Services, Farm House 621-3043 or [godingp@maine.edu](mailto:godingp@maine.edu).

### Contacts for Logistics:

- Audio/Visual (podium/lighting/sound/computer equipment/screen)  
Paul Philbrick (Augusta campus), Katz Library – 621-3343 or [paulp@maine.edu](mailto:paulp@maine.edu)  
  
Becky Fielder (Bangor campus), Lewiston Hall -262-7950 or [rfielder@maine.edu](mailto:rfielder@maine.edu)  
*Advance notice: two weeks*
- Food Service/Catering  
John McMann (Augusta campus), Randall Center - 621-3449 or [mcmann-john@aramark.com](mailto:mcmann-john@aramark.com)  
*Advance notice: one month*

For contact info on outside caterers:

Joyce Blanchard (Augusta campus), Robinson Hall at 621-3191 or [joyceb@maine.edu](mailto:joyceb@maine.edu).

Diana Bartlett (Bangor campus), Lewiston Hall at 262-7700 or [Bartlett@maine.edu](mailto:Bartlett@maine.edu).

Pam Goding, Farm House at 621-3043 or [godingp@maine.edu](mailto:godingp@maine.edu) for insurance and contracting requirements of outside caterers

- Serving Alcohol  
Pam Goding, Farm House at 621-3043 or [godingp@maine.edu](mailto:godingp@maine.edu) to secure a Social Event Registration Form  
*Advance notice: two weeks*
- Maintenance/room set-up  
Ann Roes (Augusta campus), Randall Center, 621-3011 or [annm.roes@maine.edu](mailto:annm.roes@maine.edu)  
  
Becky Fielder (Bangor campus) Lewiston Hall, 262-7950 or [rfielder@maine.edu](mailto:rfielder@maine.edu)  
*Advance notice: two weeks*
- Parking and Safety (reserved parking for your speakers or you anticipate the need for security)  
Rob Marden (Augusta campus), Farm House, 621-3103 or [robert.marden@maine.edu](mailto:robert.marden@maine.edu)  
  
Charlie Chandler (Bangor campus), Bangor Hall, 262-7712 or [Charlie@maine.edu](mailto:Charlie@maine.edu)

## Step Five. Marketing your Event

Events need to be promoted to generate attendance. The Office of External Relations can support your event through a variety of tools, including press releases and media outreach, placement of event information on the UMA website, design of promotional flyers, posters and other collateral, placement of your event on the UMA marquee, and placement of your event in UMA newsletters and calendars.

In addition to the ways the Office of External Relations can directly assist you, there are other campus promotional tools available, including Message of the Day coordinated by Administrative Services, and Moose Bytes and LCD announcements coordinated by the Student Activities Office.

While there is much the Office of External Relations can do to assist you in promoting your event, please be aware that the Office does not have the budget or the person power for the following:

- Paid Advertising – The Office of External Relations can design ads for your use, but you would be responsible for raising the money for placement of ads in the paper.
- Printing - The Office of External Relations can design your flyers and other collateral (and can do limited in-house runs of printing), but you would be responsible for raising the money for substantial outside printing.
- Mailings – The Office of External Relations can design any mailers, but you would be responsible for paying for and putting out mailings on your event.
- Postings – The Office of External Relations can design flyers, posters, and other collateral (and do very limited in-house printing runs) but you would be responsible for posting your flyers and posters on campus or in the community.
- Other Outreach – The Office of External Relations is available to brainstorm with you strategies for enhancing attendance to your event, but you would be responsible for the actual outreach.

### Contacts for Marketing Your Event:

- Initial consultation on marketing the event and what Office of External Relations can do for you  
Bob Stein, Stoddard House, 621-3447 or [rstein@maine.edu](mailto:rstein@maine.edu)  
*Advance notice: eight weeks*
- Design of brochures, posters & other collateral  
Cindy Hook, Stoddard House, 621-3446 or [cwhook@maine.edu](mailto:cwhook@maine.edu)  
*Advance notice: six weeks*
- Press Releases & Media Outreach  
Bob Stein, Stoddard House, 621-3447 or [rstein@maine.edu](mailto:rstein@maine.edu)  
*Advance notice: four weeks*
- Website  
Mark Krawec, Stoddard House, 621-3460 or  
[Mark.krawec@maine.edu](mailto:Mark.krawec@maine.edu)  
*Advance notice: three weeks*
- Calendar of Event Posters & Internal Newsletters  
Bob Stein, Stoddard House, 621-3447 or [rstein@maine.edu](mailto:rstein@maine.edu)  
*Advance notice: eight weeks*
- Marquee  
Bev Ludden (Augusta campus), Stoddard House, 621-3479 or  
[Beverly.ludden@maine.edu](mailto:Beverly.ludden@maine.edu)  
Diana Bartlett (Bangor campus), Bangor Hall, 262-7700 or  
[Bartlett@maine.edu](mailto:Bartlett@maine.edu)  
*Advance notice: two weeks*
- Message of the Day (electronic e-mail to internal UMA faculty/staff)  
Submit to [umamotd@maine.edu](mailto:umamotd@maine.edu)  
*Advance notice: allow 48 hours to post, but the earlier the better.*
- Moose Bytes (weekly e-newsletter to students - Limited to 5-6 lines)  
Submit to: [UMAMoose@maine.edu](mailto:UMAMoose@maine.edu)  
*Advance notice: Deadline Tuesdays, comes out Thursdays*
- Hanging Posters on Bulletin Boards and LCD Screen Announcements  
Jennifer Laney (Augusta campus), Randall Center, 621-3374 or  
[Jennifer.laney@maine.edu](mailto:Jennifer.laney@maine.edu)  
Becky Perkins (Bangor campus), Eastport Hall, 262-7815 or  
[Rebecca.perkins@maine.edu](mailto:Rebecca.perkins@maine.edu)  
*Advance notice: two weeks*