EVENT HANDBOOK 2019

SECTION 1:
Introduction &
Use of College Facilities

SMITH COLLEGE

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About the Event Planning Handbook

This handbook is intended to help you navigate event planning at Smith College and to provide you with a valuable and comprehensive source of information. It is our hope that the information and tools contained within will assist you in preparing and executing a successful event. The handbook provides the following:

- Information about support services and resources at Smith and in the greater Northampton community

- Policies, guidelines, and timelines for organizing and executing an event

- Procedures to help in the planning process

- Information about campus resources

- Safety information

- Contact listings at Smith and in the community

- An overview of tasks to consider/accomplish when developing an event

- Streamlined checklists for quick assessment at all stages of the event planning process

- Additional information to assist in arranging/executing an event

This handbook can be accessed online at the Events Management Web site:

Updated Information in the Handbook

Information in the handbook may change at any time during the year. At the very least, pages will be reviewed (with changes being made to the online handbook) *on an annual basis*.

The success of this handbook depends heavily on its users. Please contact the Events Management Office right away at 413-585-2669 if you have any suggestions, questions, or notice any information that should be updated.

Event Guidance

The Events Management Office (EMO) of College Relations is staffed by event professionals dedicated to working with Smith faculty, staff, students, alumnae and external organizations planning events on the Smith campus. Assistance can include coordinating, scheduling, reserving space and providing event consultation. By offering tiered levels of service, the EMO can help individuals and organizations produce quality events. In addition, the EMO creates campus event guidelines and collaborates on the creation of policies that relate to events on campus.

The Events Management Office Staff

If calling from off-campus, please dial 1-413-585 and then add appropriate ext. number below:

Main Office Line		(ext. 2669)	fax (ext. 6990)
Director	Peg Pitzer	(ext. 2163)	ppitzer@smith.edu
Associate Director	Andrea Fernandes	(ext. 2630)	afernandes@smith.edu
Events & Scheduling System Administrator ..	Kathy San Antonio	(ext. 2162)	ksananto@smith.edu
Assistant Director, Events Operations	Steve Campbell	(ext. 2407)	scampbel@smith.edu
Events Coordinator	Amy Joseph	(ext. 2179)	afjoseph@smith.edu
Conference Center Manager	Jessica Vallone	(ext. 6977)	jvallone@smith.edu
Summer & External Events Manager	Rhonda Davis	(ext. 3736)	rdavis2@smith.edu

Events Management Services

Reserving Campus Space

The EMO coordinates all space scheduled on campus in conjunction with the 25Live space schedulers, manages the 25Live scheduling program and online calendar, and is responsible for forwarding online space requests to the appropriate scheduler. In addition to available auditorium, reception areas, halls, performance spaces and our Conference Center, you may also browse our list of reservable classroom space. (See www.smith.edu/emo/spaces.php)

Assisting External Clients

The EMO schedules space and assists in coordinating events for external organizations requesting an event on the Smith campus. Contact Amy Joseph, ext. 2179, afjoseph@smith.edu, with questions.

Requesting Services for Events

Requests for delivery of equipment, setup, custodial and other facilities management services, campus police, technical needs, signage and publicity are submitted via 25Live and are reviewed and processed by staff in this office.

Space Allocation Principles

In March, 2012, the college's senior administrators endorsed the following principles to guide the allocation of campus space in the face of increasing demand from internal and external users. The principles were developed through a series of facilitated discussions with key campus stakeholders and event service providers.

- Use of any campus space requires a confirmed space reservation through 25Live, even if the event has traditionally occurred without a reservation. (See below for more information on reserving space and resources.)

- Changes to confirmed reservations will only be made in extreme situations, and in consultation with all parties involved.

- Prior use of a particular space does not guarantee its future use. Each request will be considered in the context of other concurrent events and all other needs on campus at that time.

- Reservation of a space within a given facility does not grant or imply the right to use other, non-reserved space in that facility, including adjoining or common spaces.

- In the event of conflicting reservations/requests, the Events Management Office is entrusted to act in the best interest of the college after consulting with all parties involved.

- The space allocation system will be reviewed periodically to ensure the principles are being applied uniformly and effectively.

For the Smith Community

Level A - Planning

Conduct an initial review of the event and offer a recommendation on proposed dates.

Level B - Consultation

Conduct an initial review of the event and offer a recommendation on proposed dates.

Provide consultation and tools to aid in planning as well as logistical coordination to the client for managing the events. Examples of materials the EMO can provide are: event check lists, budget planning checklists, floor plans, policies/procedures for events at Smith, and a planning time-line template. The EMO staff will consult with the client throughout the process to troubleshoot and help, on an as-needed basis, to ensure a successful event.

Level C - Assistance

Conduct an initial review of the event and offer a recommendation on proposed dates.

Provide consultation and planning tools as well as coordination and logistical advice to college departments when it has been determined that the EMO must be involved with the event. This also includes instances when a Smith department is sponsoring or co-sponsoring an event with an external organization. In some of these instances, a member of the EMO will be identified as a contact and will work side by side with the event coordinator (e.g.: high profile keynote speaker/performer, all-college event, major/national conference).

Provide resource management through collaboration between the service providing departments of the campus and the event coordinator.

Level D - Management

When a college event is managed by the EMO, a member of the EMO staff will be the primary contact and will direct the planning process and have full responsibility for the event. The EMO will coordinate the entire event and be the on-site coordinator. Examples: Opening Convocation, Rally Day, Presidential events, groundbreakings, dedications, etc.

For External Clients

Level A - Planning

Conduct an initial review of the event and offer a recommendation on proposed dates.

Level B - Consultation

Provide coordination and logistical advice to external clients planning an event on the campus.

Level B - Consultation

Provide coordination of space scheduled in conjunction with 25Live space schedulers, manage the 25Live scheduling program and online calendar, and assume responsibility for forwarding space requests to the appropriate scheduler.

Level C - Assistance

Provide consultation and tools to aid in planning as well as logistical coordination. Examples of materials the EMO can provide are: floor plans and policies/procedures for events at Smith. The EMO staff will continue to consult with the client throughout the planning process to troubleshoot and help, on an as-needed basis, to ensure a successful event. Contracts, insurance requirements and cost projections are coordinated within this office, on an as needed basis.

Level D - Management

Events held by external organizations at Smith are funneled through the EMO. A member of the EMO staff will be the primary planning contact (unless the event is sponsored or co-sponsored by a Smith College department) and will direct the planning process and have full responsibility for the event. Contracts, insurance requirements and cost projections are coordinated within this office, on an as needed basis.

Consult with the Events Management Office

- When considering potential dates for an event
- When planning a large internal event, conference, reception, etc.
- When a Smith department sponsors an external organization
- When working with an external organization, which will require preparation of a cost projection. All external groups are required to meet Smith College insurance coverage requirements and sign a contract. The contract is written between Smith College and the organization responsible for payment and/or providing service/entertainment.
- When the event will involve hiring external entertainment and/or an outside caterer: a certificate of liability must be provided to the college in the amount of $1 million from that external organization
- When alcoholic beverages will be provided, served and/or sold (cash bar) by staff other than Smith Dining Services or an external caterer
- For resource request questions, guidance or education.
- For scheduling space on campus.
- NOTE: For problems with 25Live, contact Information Technology Services at ext. 4487.

Smith College Conference Center

All requests to use the Smith College Conference Center should be directed to the Conference Center Manager in the Events Management Office (EMO). Contact: Jessica Vallone, 413-585-6977, jvallone@smith.edu, or conferencecenter@smith.edu.

When a request for an event by an outside organization is approved by the EMO, the space will be scheduled through the EMO and a confirmation email will be sent to the requestor.

The Conference Center manager will consult with the group coordinator regarding specifics of the request and generate a cost projection and contract. The contract and cost projection will be sent via e-mail, fax, or U.S. mail so that signatures and a deposit can be obtained.

The Events Management staff will coordinate charges from various support services and produce the final bill to send to the client.

Other Campus Facilities – Use by Faculty & Staff

Excluding the Conference Center, all 25Live space requests from Smith departments, programs and organizations are managed by the Events and Scheduling Systems Administrator (Kathy San Antonio, 413-585-2162, ksananto@smith.edu) and distributed by the administrator to the appropriate space schedulers.

Once the space is reserved, a confirmation e-mail will be sent to the requestor.

The Events and Scheduling System Administrator must be notified of any adjustments to event time (setup, starting, ending and/or breakdown times) so that adjusted can be made on the online calendar.

All confirmed space requests will be posted on the Smith online calendar.

Other Campus Facilities – Use by Off-Campus Groups

Excluding the Conference Center, all space requests from outside organizations during the academic year are to be directed to the Events Coordinator (Amy Joseph, 413-585-2179, afjoseph@smith.edu), who is responsible for scheduling space and all other details for external organizations' events on campus. Requests for major or high profile events will be referred to the Director of the Events Management Office (EMO) for consideration. If requests are for the use of John M. Greene Hall, the request will be re-directed to the Assistant Director of Event Operations (Steve Campbell, 413-585-2407, scampel@smtih.edu), and JMG procedures are to be followed. Visit the EMO Web site for a list of JMG guidelines.

When a request for an event by an outside organization is approved by the EMO, the space will be scheduled by the Events Coordinator. All Conference Center space is handled by the manager of the Center.

The Events Coordinator or the Conference Center Manager will consult with the group coordinator regarding specifics of the request and generate a cost projection and contract. The contract and cost projection will be sent via e-mail, fax, or U.S. mail so that signatures can be obtained.

The Events Coordinator or the Conference Center Manager adds the event to 25Live.

The Events Coordinator or the Conference Center Manager coordinates charges from various support services (Catering, Facilities Management, etc.) and produces the final bill to send to the client.

The Events Coordinator or the Conference Center Manager receives payment and processes appropriately.

Other Campus Facilities – Use by Students

Students should consult the [Office of Student Engagement](#) regarding requests for space. Requests should be entered on 25Live no later than 2 weeks before the meeting.

The Student Organization Guidebook (https://www.smith.edu/sao/handbook/) assists organization leaders and individual students in planning events and programs for the Smith Community.

Used in conjunction with the *Smith College Student Handbook* and the *Event Planning Brochures*, this Guidebook provides important and necessary information for students planning, as well as participating in, activities and events as part of an organization or as part of the Smith community as a whole.

Because no booklet, guide, or handbook can answer all your questions and concerns, there are a number of resource people available with whom you are encouraged to discuss your programming proposals. The professional and student staff in the Campus Center and the Office of Student Engagement work closely with several elected SGA office-holders and can provide invaluable assistance to your organization. If you are not sure with whom you should speak, the Assistant Director for the Office of Student Engagement can direct you to the right person. Early contact with the staff can help an organization avoid later problems and unnecessary hassles. Remember, no question is too trivial when it comes to the success of your event.

The following documents can also be found at the above Web page:

● *The Guide to Student Organizations and Event Planning*

● *Smith College Political and Campaign Activities*

Classrooms or Other Campus Rooms

During the academic year, permission to use classrooms and all other campus rooms/internal spaces for events other than official college business must be obtained from the Events Management Office.

During the summer months, permission to use classrooms and all other campus rooms/internal spaces for events other than official college business must be obtained from Rhonda Davis, Summer & External Events Manager, 413-585-3736, rdavis2@smith.edu.
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All outdoor event spaces should be requested using 25LIVE. (Click to find complete instructions.)

The use of outdoor lawn spaces is contingent on the condition of the turf and its ability to sustain the traffic associated with an event without incurring serious damage. Some locations are off-limits at certain times and on short notice due to new planting, wet conditions, stress from weather or high usage and upcoming major events. In addition, underground utilities, plants/root systems, and other conditions located throughout our campus can also restrict usage in some areas.

The effect of weather conditions on lawn space can be difficult to predict. It is advisable to consult with Steve Campbell (scampbel@smith.edu or 413-585-2407) or Facilities Management Grounds, 413-585-2459, well in advance.

It is essential that you always schedule an alternate location/rain site for your event if weather or other unforeseeable conditions limit use of the lawn. Please contact the Events Management Office (scampbel@smith.edu or 413-585-2407) to discuss viable alternate sites/rain plans. In the event of rain or inclement weather, a postponement may be made to the rain date if 48 hours notice is given. Please contact the Events Management Office during normal business hours to postpone an event; during night and weekend hours, please contact the Campus Police at 413-585-2490. It is agreed and understood if your outside setup needs have been fulfilled before a rain call is made, some charges may still apply.

Requesting Space in 25 Live

All space requests must be submitted through 25Live (https://25live.collegenet.com/smith), which is managed by the Events Management Office (EMO).

1. Using either Chrome or Firefox as your internet browser, go to https://25live.collegenet.com/smith and log in using your network user name and password.

2. 25Live opens to the 'Home-Calendar' tab, but you want to be on the 'Dashboard' screen, which provides several easy ways to get to the events or locations you need to see or access. Click the Dashboard tab.

3. Note the row of tabs near the top of the window. Click the tab that says 'Event Wizard.' This opens the request form.

4. The request form has required fields, indicated by a red asterisk. The request cannot be submitted if these fields are not completed.

5. Start by entering a descriptive and accurate event name, shortening if needed to fit the 40-character limit. You can use the 'Expanded Event Name' field for information that doesn't fit in the Event Name field, such as the name of the lecturer or film. Tab to the Event Type field.

6. Click the drop-down arrow and choose an Event Type that describes the nature or purpose of the event. If this is a type you will use frequently, you can "star" this type by clicking on the white star to the right. This will let you select the type more easily from a list of 'Your Starred Event Types' the next time you submit a request. NOTE: The event type cannot be changed once your event is processed so please choose an accurate type. Tab to the Department-Program-Office field.

7. If you haven't yet starred the department you're submitting the request for, type first three letters of the department name in the organization field, and 25Live will auto-select matching organizations. Select the correct department from the list that results. If you'll be entering requests in the future, 'star' the organization after you select it. If you have starred departments, select from the department/program/office drop-down list. Click 'Next.'

8. On the next screen, enter the expected number of attendees (if known). If you have information that people coming to the event may want to see, enter it in the Event Description for Publicity field (this information can be added later). Otherwise, click 'Next.'

9. If the event meets on more than one date, click 'Yes'; if not click 'No.'

10. On the next screen, click the icon that looks like a calendar to select the date of the event. Unless the event ends after midnight, the end date will be the same as the start date. Select the time the event begins, paying attention to am/pm distinction. People who are attending your event will see this time and plan to arrive accordingly.

11. If you want to get in the room before the event begins (for example, to put out brochures), indicate this by entering the amount of time you want for "Pre-event Time." Use "Post-event Time" the same way if you want time after the event, for example, if you think a lecturer will want to stay and talk with people after a lecture. **Do NOT indicate anything for either setup or takedown time.** Click 'Next.'

12. If you indicated that your event will be on just one date, the next screen will be where you indicate which location you are requesting. Go to step #13. If the event meets on more than one date, indicate additional dates by selecting 'Ad Hoc Repeats' and clicking on the remaining dates, using the drop-down arrow to navigate to a different month if needed. **Do NOT use the 'Daily', 'Weekly' or 'Monthly' recurring patterns!** Click 'Next.'

13. To find a location, click 'Find by Location Name' and enter the first three letters of the space name in the field, then press your keyboard 'Enter' key. Select (click on the name of) the space you want, then 'star' this space so that it can be easily selected next time. If the space is not available, you'll see a red triangle with an exclamation point inside to the right of the location name. Repeat these steps until you find an available location. Click 'Next.'

14. If you know at the time you're submitting your space request what services you're going to need, indicate these by selecting Resources. (You can add resources after you submit the request and even after the space has been scheduled). Having starred resources will allow you to select what you need from the 'Your Starred Resources' list. Otherwise, you can use 'Find by Resource Name' or click 'Advanced Search' and select a resource category. Select the resource/s from the lists that appear when you click on these categories. **NOTE: If your event is taking place in the Campus Center, choose 'Campus Center Spaces ONLY' to choose both technical and other types of equipment needed.** If taking place elsewhere, select either 'Facilities Management' or 'Technical Equipment and Services' category, depending on what kind of services you need. Make sure to adjust quantities. If you want your event publicized off-campus, select the 'Publicity' category to request local media calendars. 'Star' these items so you can select them more easily next time. (See: "Requesting Resources in 25Live" on https://www.smith.edu/about-smith/emo/faculty-staff for further instruction.) Click 'Next.'

15. Custom attributes are a way of indicating more information about your event that others (the scheduler, service providers, or someone attending the event if it's open to the public) need to know. Examples of information that should be indicated here are if food will be served, if you are using Smith catering, if the event is free, or the admission prices if it is not. Note that depending on the type of information you are providing, when you click in a custom attribute checkbox, some will open a text field or a field for a dollar amount, others for a 'yes' or 'no' selection. Be sure to complete these additional fields.

16. Once all the information is complete and accurate, click 'Save.' This sends your request to a queue where it will be retrieved and acted on by a space scheduler. **Note that this is a REQUEST only**.

17. On the screen that comes up after you 'Save,' click "Add to Starred?" in the 'More Event Options' box (you may need to scroll down to see this) to 'Star' your event! This will make it easy to go back into the event to add resources or just to check on the event details.

18. Important: 'Close this event' by clicking the 'x' in the small red box in the upper right corner of the event details window.

19. Go back to Home dashboard to see the event in the "Your Starred Events" box (you may need to first refresh this box). Click on the event name when you need to go back to the event at a later time.

More information is available at the 25Live Tips archive at: (https://www.smith.edu/about-smith/emo/forms-and-resources)

Please Note

Listed below is contact information for the few remaining spaces that cannot be requested online and are reserved by special permission:

Bass 209 (Gale Curtis Room):	Laura Fountain-Cincotta, ext. 3349
Seelye B4:	Jo Cannon-Carlson, jcannon@smith.edu
Seelye B2:	Liane Hartman, ext. 4582

Requesting Resources in 25 Live

In 25Live, "Resources" are items or services your event may need, such as technical equipment, tables and chairs, and local media publicity. You can either add these when you submit your space request, or you can go back to the event record and add the services.

One of the most important steps in requesting services for your event is taken when you first submit your space request: **Always "star" your space request when you submit it (click in the 'More Event Options' box after you save/close your request).** This will put the event in the "Starred Events" box on your Dashboard screen (on the 'Home' tab) so that you can access it more easily by just clicking the event name. Once you've done this, click 'Edit this Event' and follow these steps:

1. On the left side of the edit event screen, where you see the information that has been put in the event, by either you or the scheduler. Click 'Event Resources' to go to the resources requesting section.

2. If you already have a selection of "Starred" resources, you can choose the ones you need from the **'Your Starred Resources...'** list. Click on each item needed so that it shows under **Selected Resources** (on the right side of the window). Indicate the quantity if you need more than one of any item.

3. If you need an item that you haven't starred, there are two ways to find it. You can select **'Search by Resource Name...'** and enter the item in the field that opens, and hit your keyboard 'Enter' key. Or you can select **'Advanced Search'** and click in the 'Categories' field. The categories you may choose from are: Facilities Management (for tables, chairs, easels, etc.), Technical Equipment and Services (for items such as a laptop, DVD player, microphones, or for technical assistance), and Publicity (if you want your event to be publicized off-campus). If your event is in the Campus Center, use the **Campus Center Spaces ONLY** category to select your equipment, setup and technical needs. Click on each item needed so that it shows under **'Selected Resources'**. As you do this, you should "star" these items so that you can select them more easily the next time you need them. Be sure to adjust the quantity if you need more than one of any item. The **'Setup Instructions'** box is the only place where you enter any setup, configuration or any other instructions pertinent to that resource. Do not put any instructions about your setup or location needs anywhere else.

4. If there are multiple dates in your event, click 'View and Modify Occurrences' for each resource to indicate the quantities and instructions for the dates they are needed. You can un-check the box on the far left for any date the resource is not needed. Enter setup instructions by clicking the pencil

icon to make the field a text box. If the instructions are the same for each date, click the blue arrow to copy the instructions for the remaining dates. Click **'Save Changes'** when done.

5. Save and close the event.

6. If you haven't "Starred" this event already, be sure to do that at this point so you can easily find this event if you need to add resources at a later time. (**click in the 'More Event Options' box**).

For questions and troubleshooting, please contact Information Technology Services, ext. 4487.
Faculty, staff and outside individuals or organizations requesting use of campus space for functions that are not related to regular college business must meet the college's insurance requirements.

Coverage

General Liability is required for everyone renting space at Smith College, covering the actual dates and times of the event(s), in the minimum limits of liability of:

- $1,000,000 CGL per occurrence and $2,000,000 general aggregate

If Client's program includes residential participants, the following coverage is also required in the minimum limits of liability of:

- Supplemental Accident–$10,000 per occurrence

If Client's program includes participants, volunteers and/or staff under the age of 18, the following coverage is also required in the minimum limits of liability of: :

- Sexual Abuse/Molestation in the minimum amounts of $25,000 per occurrence and $50,000 aggregate

If Client brings vehicles, employees and/or vendors on campus, the following coverage is also required in the minimum limits of liability of:

- Auto Liability–$500,000 CGL (including owned, hired and non-owned vehicles)
- Worker's Compensation–Statutory
- Employer's Liability–$100,000 / $500,000 / $100,000

Client must provide a Certificate of Insurance documenting coverage before the program is permitted on campus.

Client is required to add Smith College to its General Liability and Employers Liability insurance policies with the following wording: "Smith College, including its current and former trustees, officers, directors, employees, volunteer workers, agents, assigns and students, is added to this policy as Additional Insured."

Certificate Holder must be listed as "The Trustees of the Smith College, Elm Street, Northampton MA, 01063." Please send the certificate to the Events Management Office, 51 College Lane, Northampton, MA 01063, to the attention of Amy Joseph.

Purchasing Insurance

As an option, Smith works with University Risk Management and Insurance Association to offer one-time coverage to external clients. Go to https://tulip.ajgrms.com/ and select "Get a Quote" to identify your event, coverage and cost. If you have any questions about this transaction, please contact:

Anita Bruner	800-333-3231 x2574	Anita_Bruner@ajg.com
Cassandra Scheer	800-333-3231 x2590	Cassandra_Scheer@ajg.com

Arthur J. Gallagher Risk Management Services, Inc.
6399 S. Fiddlers Green Circle, Suite 200
Greenwood Village, CO 80111

Monday-Friday 8:30 a.m.–5 p.m. Mountain Time

Smith College Contact Information for Insurance Questions

Smith Faculty/Staff: Amy Joseph   afjoseph@smith.edu   413-585-2179
Summer Programs and Conferences   Rhonda Davis   rdavis2@smith.edu   413-585-3736