Planning an Event at NYU

Note: This is designed primarily for students hosting events in Kimmel. Please be aware that these are guidelines not policies. You should speak accordingly to the Facility Manager that is in charge of the space that you have reserved. Each NYU building has its own policies and procedures. (All-Square clubs refer to those organizations recognized and granted All-Square status by the Student Activities Board.)

1. Determine as early as possible with your club officers and members what programs and special events you wish to sponsor during the academic year. Discuss the goals and objectives of the program(s) and how they fit the club’s mission.

2. Set dates with (at least 2 alternative dates and times) according to the academic calendar. Take into account the amount of time needed to plan your event.

3. Contact the appropriate Facility’s Manager for the space that you are requesting. When selecting your room be sure to consider the event that you are having and the anticipated attendance. For Kimmel space, contact Kimmel Operations at 60 Washington Square South, Suite 605 for possible dates and availability of space. You can browse through the Kimmel Center website for more information on reservable spaces. [www.nyu.edu/kimmel.center](http://www.nyu.edu/kimmel.center)

4. Once you have your room reservation, you should select your program planning committee.
   a. Chairperson – oversees all aspects of the program and coordinates committee members
   b. Production Manager – coordinates lights, sound & equipment rental. Directs backstage action.
   c. Catering/Hospitality Coordinator - arranges catering for guests and hospitality for performers.
   d. Publicity Coordinator – coordinates all areas of publicity and promotion.
   e. Ticket Coordinator – serve as the liaison between the club and Ticket Central.
   f. Master of Ceremonies – creates scripts including introduction and event announcements.
   g. Security Coordinator – works with event staff and security to ensure proper coverage for event.
   h. Club Treasurer – maintains budget for club.

5. 4-5 Weeks Prior to Your Event
   a. Make an appointment to see your club advisor. Discuss event, budget, cost, co-sponsorships and funding deadlines.
   b. Research artist’s/speaker’s fees and availability. Confirm artist/speaker and make offer. For All-Square Clubs, remember that the Center for Student Activities, Leadership and Service (Center for Student Activities) Contract for Services must be submitted to the Contract Drop Box in the Center for Student Activities at Kimmel Center, 7th Floor. An NYU Payment to Individual Form and Center for Student Activities Club Program Form must be submitted along with your contract 30 days before the date you want payment available to contractee or other service provider.
   c. If you are an All-Square club, submit the on-line club program form.

6. 3-4 Weeks Prior to Your Event
   a. Determine and confirm artist’s/speaker’s technical requirements and stage set-up.
   b. Make an appointment to have the introductory meeting with the Facility’s Manager to begin discussing the scope of the event, physical set-up, security needs, media requests, publicity, technical script and committee assignment.
   c. Determine if rental lighting and sound equipment will be required.
   d. Arrange for catering.
   e. If you wish to have tickets for your event, contact Ticket Central at 561 La Guardia Place to have tickets printed. Be sure to allot ticket-printing cost to your event budget. Browse Ticket Central’s website for further information on ticketing.
procedures. [www.nyu.edu/ticketcentral/kimmeltickets.html](http://www.nyu.edu/ticketcentral/kimmeltickets.html). It is mandatory for All-Square clubs to have their tickets printed through Ticket Central if their event is in E&L and Rosenthal.

f. For All-Square clubs, submit all check requests.

7. 2 Weeks Prior to Your Event
a. Create flyers, table tents, banners & posters, and coordinate distribution.
b. Create stage plot and light plot. Check riders and contracts for special requests.
c. Make an appointment with the Facility’s Manager to discuss week’s progress. Bring in all stage and light plots, technical scripts and event day schedules to review.
d. Recruit club members to work backstage, taking tickets, serving food, hospitality, etc. Set firm times with each person. Obtain phone, beeper and e-mail contact information from each person. Make a contact list and distribute – members will take their commitment more seriously if they see their names in writing!
e. Invite special guests, staff and faculty.

8. 1 Week Prior to Your Event
a. Reconfirm all reservations, staff and performer arrival times, security, hospitality and equipment delivery.
b. Reconfirm all catering requests including menu, delivery location, time and payment method and amount.
c. Hold final production with Facility’s Manager to confirm room set-up, AV requests, stage plots, technical scripts and event schedules.
d. If the club is renting equipment for the event, reconfirm arrangements and load-in/out times.
e. Create guest lists and make copies for security and ticket staff.
f. Create the event program.

9. Week of Event
a. Reconfirm all arrival times with performers. Make sure they have good directions and that you have a phone number to reach an agent or manager if performer is late.
b. Reconfirm all staff assignments.
c. If applicable, pick up checks for payment to all vendors and performers to be distributed at the event.

10. Event Day
a. Act as a liaison between the club and the performers and event staff.
b. Pick up remaining tickets from Ticket Central.
c. Hang running order backstage and in dressing rooms.
d. Distribute and review scene shift diagrams and technical scripts with backstage, lighting and sound crew.
e. The MC should meet all performers upon arrival and confirm performance order and times with each one. This is a great time to double check name pronunciations.
f. Start the event in timely manner!

11. The Week After the Event
a. Return all rental equipment (if you have not yet done so)
b. Meet with committee members to do an assessment. Was the event a success and well attended? What can be improved?
c. Finalize all financial matters.
d. Congratulate and thank everyone who assisted and performed.
e. Compile a final report for club members to use while planning future events.
f. Relax and congratulate yourself on a job well done!