EVENT PLANNING
A Guide to Planning a Successful Event
Many events are hosted by staff, faculty, and students annually. The range of events includes public lectures, dedications, music festivals, workshops, theatre productions, retreats, and conferences. To organize and implement a successful event requires advance planning and coordination with a number of campus offices.

While there is no single office on campus that can handle the myriad of details, there are resource people who can offer assistance in planning an event.

**FOR EVENT ASSISTANCE OR ADVICE, CONTACT:**

**Dean Wahlund**, Special Events and Communication Services Director  
933-7521 | dwahlund@gustavus.edu

**Dana Lamb**, Administrative Coordinator  
933-7550 | dlamb@gustavus.edu

**Lorie Siebels**, Administrative Assistant  
933-7520 | lsiebels@gustavus.edu

The aforementioned people, and the checklist detailed on the following pages, will help you coordinate a successful event!

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*While much of the information here is applicable to staff, faculty, and students alike, the booklet has been produced specifically for staff and faculty-generated events.*

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**CHECKLIST**

- Determine the event date
- Reserve meeting rooms
- Arrange for food and/or beverages
- Publicize your event
  - College Calendar
  - Inside Gustavus
  - News Release
  - E-Mail Campaign
  - Social Media
  - Electronic Message Boards
- Request printed materials
- Reserve audio-visual equipment
- Reserve on-campus housing
- Reserve college vehicles
- Request books for event from BookMark
- Forward schedule of events to the switchboard, Information Desk, and Campus Safety.
- Request Lund Center Workout Pass
- Inquire about ticketing services
DETERMINE THE EVENT DATE
Check the College Calendar for conflicts: gustavus.edu and click on “College Calendar.” Be sure to log in so you can see all campus events.

RESERVE MEETING ROOMS
scheduler.gac.edu
To make reservations in the C. Charles Jackson Campus Center, Johnson Student Union, The Dive, Eckman Mall, or Lund Center, use the EMS Reservation System. Be sure to include any room setup and/or AV requests when you submit the request.

Dining Service (x7608)
To reserve banquet rooms (St. Peter, Heritage, Three Crowns, Presidents Dining Room), contact the Dining Service.

ARRANGE FOR FOOD AND/OR BEVERAGES
Dining Service (x7608)
If food or beverages are needed, fill out the catering request form on the Dining Service website at least one week before your event. You will get a confirmation e-mail from them. They will need to know the event details and the billing information. Confirm the guaranteed number (this is the number of meals you will be billed for even if you have fewer people show up) three days before the event.

PUBLICIZE YOUR EVENT
Office of Marketing and Communication (x7520)
marketing@gustavus.edu
The official College Calendar is an easy-to-use tool for posting events on the Gustavus website. The calendar includes detailed descriptions and information about each event, including the time, location, room number, map links, e-mail links, website links, and other important details.

There are two types of calendar submissions, one for the event itself and one for an announcement option about upcoming events. The event should be entered for the actual date. The announcement should contain information about the event and can be run up to three times before the actual event. Enter the dates you would like the announcement to run. After completing the arrangements, fill out and submit a College Calendar Submission Form. (gustavus.edu/calendar/?pr=submit). You must be logged in to submit an item to the calendar. Once a submission is approved and appears on the College Calendar, it will appear on gustavus-l. Please allow 48 hours for submissions to be approved and appear on the calendar.

To submit your news, go to: gustavus.edu/news/submit. You may choose to have it appear in the following places:

- **Inside Gustavus/Summer Scoop**
  A newsletter for the College’s employees produced by the Office of Marketing and Communication. This is the perfect spot for short announcements and classified ads. It is published weekly except during college breaks and summer months.

- **The Gustavus Quarterly**
  The alumni magazine is sent to nearly 40,000 people and is published four times annually, in February, May, August, and November. Copy deadlines are up to two months prior to publication.

- **News Page**
  The central repository for all things newsworthy. These stories get shared with media outlets, so we are looking for things that would make good news releases.

- **Make Your Life Count Blog**
  If you know of a person who is making a difference, whether it be a student, employee, alumnus/alumna, or friend of the College, you can submit his or her story to be featured on the Make Your Life Count blog.

- **The Gustavian Weekly**
  The College’s student newspaper is published weekly. Stories are typically written and edited entirely by students. (weekly@gustavus.edu)
E-MAILS
The College maintains several e-mail lists available for sending messages to targeted audiences.

Faculty-l
Faculty announcements of College business. It is moderated by the Provost’s Office (x7541).

Employee-l
This “need-to-know” list for employee-related issues goes to the e-mail addresses of all College employees. It is moderated by the Office of Marketing and Communication (x7520); individuals may not unsubscribe.

Community-l
This list goes to all faculty, support staff, administrators, and students who have e-mail accounts. It is reserved for major announcements, including key personnel decisions, school closings, and messages regarding campus safety. The list is moderated by the Office of Marketing and Communication (x7520); individuals may not unsubscribe.

Gustavus-l
Calendar announcements and events. The daily schedule is e-mailed out automatically every morning. Items submitted to the calendar are automatically added to this e-mail. Individuals must subscribe to this list at gustavus.edu/news/gustavusl.php

Students-l
Messages for students. This list is moderated by the Dean of Students Office (x7526); individuals may not unsubscribe.

SOCIAL MEDIA
Facebook, Twitter, YouTube, Flickr, Four Square

gustavus.edu/projects/social
The Division of Marketing and Communication’s Social Media Team serves as a resource for members of the College community interested in successfully utilizing social media accounts. By submitting an application for recognition, you are eligible for posting on the College’s social media Web pages as an officially recognized account.

ELECTRONIC MESSAGE BOARDS

gustavus.edu/gts/Digital_Signage
Located throughout the campus, electronic message boards can be effective promotional devices. The digital signs are wall-mounted televisions which display a looping series of slide images, and are moderated solely by the departments that have purchased them. While technically anyone from the Gustavus community may submit a slide to be run on any of the digital signs on campus, the approval of such slides is left to the discretion of the department(s) that moderate each sign. Individuals should be aware that departments may generally prefer (or strictly require) that submitted slides relate directly to their department.

REQUEST PRINTED MATERIALS

gustavus.edu/marketing/projectrequest
Projects can be requested through the Office of Marketing and Communication at the website above. To allow for timely scheduling of your project, please request it eight weeks in advance if possible.

POSTERS AND TABLE TENTS
Sandwich Boards and Display Cases
Admission Office (x7676)
Dining Services (x7608)
Campus Safety (x8809)
Information Desk (x7590)

Producing and distributing simple posters and table tents can be a cost-effective method of on-campus marketing. For posting locations and requirements please go to: gustavus.edu/sao/ and click on the “posting policy” PDF. There are two display cases that can be reserved through the SAO Information Desk.

Sandwich boards can be reserved through the Admission Office or Dining Services. They need to be displayed outside and must not be set up in high traffic areas (e.g., right outside of doors, in the middle of the sidewalk.) You will need to set these up yourself. Event Parking signs are maintained by Campus Safety.
**Reserve Audio-Visual Equipment**
Student Activities Office (x7598)
Equipment can be reserved on a first-come, first-served basis and must be reserved in advance through the Office of Student Activities (x7598).

**On-Campus Housing**
Church Relations Office (x7001) or guesthouse@gustavus.edu
The Center for Servant Leadership handles all reservations for the Guest House and the Retreat Center. For reservations and inquiries, please e-mail guesthouse@gustavus.edu, or phone x7001 and leave a message. The key packet (with parking pass) for a guest may be picked up in the Center for Servant Leadership by the host on the day of a guest’s arrival, or on Friday for a weekend arrival. Check in time is after 3pm; check out is 10 a.m.

For hosts requesting that keys be left in the Guest House foyer for a late arrival, please make the request at least one full work day in advance. These guests will need to phone Campus Safety to be admitted by an officer.

Guest House reservations may be made by the department administrative assistant for guests of the campus (faculty candidates; visiting lecturers, speakers and presenters; 3rd year reviewers; artists; auditors; musicians and artists; pastors of the ELCA; and persons who have been invited by the College to visit the campus). It is not used for meetings. The Retreat Center may be used for department gatherings and meetings or receptions.

**College Vehicles**
Switchboard Operator (x0) or motorpool@gustavus.edu
Gustavus has vehicles that can be rented for official college business. Vehicles are reserved on a first-come, first-served basis by calling the switchboard operator at (x0). Keys may be picked up from 8:00 a.m. to 4:00 p.m. at the Telecommunications Office (basement of Olin Hall). Before you go to pick up the keys, you will need to fill out a Vehicle Authorization Form, which includes Name of Department, Authorized Driver, Purpose of Travel, Destination, Departure Day/Time, Return Day/Time, and Account Number to be Charged, and must be be signed by the Department Chair. These forms may be requested from the Operator. For more information, go to gustavus.edu/telecom/motor-pool.

**Request Books for Event from Book Mark**
Molly Yunkers (x7587) or myunkers@gustavus.edu
The Book Mark can order in most books for events. We can staff the event, handle all sales and are also happy to help with publicity. Contact the Book Mark at least three weeks before your event to arrange for book sales and signings.

**Notify Offices of Your Event**
Switchboard Operator (x0)
Campus Safety (x8809) or safety@gustavus.edu
Inform the Switchboard, Information Desk personnel, and Campus Safety as soon as your event is finalized and on the calendar by sending a schedule of events to each office.

Contact Campus Safety (x8809, safety@gustavus.edu) with as much notice as possible to discuss any potential needs or procedures for your event (parking, officer staffing, unlocks).

**Request Lund Center Workout Pass**
Candy Siewert (x6659)
If you would like your guests to be able to use Lund Center equipment, contact the Lund Information Desk to obtain a pass. Policies can be found at gustavus.edu/athletics/facilities/policies.

**Ticketing Services**
Office of Marketing and Communication (x7520)
Event ticketing may be set up through gustavustickets.com by contacting the Office of Marketing and Communication (x7520). There are fees associated with ticket sales that your budget would be responsible for.

**Student Information**
Student Activities Office (x7590)
For further assistance regarding student activities and communications, contact the Student Activities Office.

**Fundraising Activities**
Office of Institutional Advancement (x7577)
Questions concerning sponsorships and other Gustavus fundraising activities should be directed to the Office of Institutional Advancement.
1. Contact the Registrar’s Office (x7495) to reserve classrooms between 8 a.m. and 4:30 p.m. on weekdays during the academic year.

2. To reserve classrooms after 4:30 p.m. on weekdays and all day on weekends during the academic year, call the telephone number designated.

3. To reserve all other locations that have variable schedules and are booked solely by an individual office, call the telephone number listed.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CONTACT</th>
<th>E-MAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beck Hall</td>
<td>Jane Chouanard</td>
<td><a href="mailto:jchouana@gustavus.edu">jchouana@gustavus.edu</a></td>
<td>7414</td>
</tr>
<tr>
<td>Confer/Vickner</td>
<td>Jenny Tollefson</td>
<td><a href="mailto:confer231@gustavus.edu">confer231@gustavus.edu</a></td>
<td>7391</td>
</tr>
<tr>
<td>Lund Classrooms &amp; Non-Classroom Facilities</td>
<td>Brett Petersen</td>
<td><a href="mailto:bpeters4@gustavus.edu">bpeters4@gustavus.edu</a></td>
<td>7615</td>
</tr>
<tr>
<td>Mattson Hall</td>
<td>Lisa Koppelman</td>
<td><a href="mailto:lkoppelm@gustavus.edu">lkoppelm@gustavus.edu</a></td>
<td>7317</td>
</tr>
<tr>
<td>Nobel Hall</td>
<td>Marilyn Frederick</td>
<td><a href="mailto:mfrederi@gustavus.edu">mfrederi@gustavus.edu</a></td>
<td>7333</td>
</tr>
<tr>
<td>Nobel GIS Lab</td>
<td>Judy Helmeke</td>
<td><a href="mailto:jhelmeke2@gustavus.edu">jhelmeke2@gustavus.edu</a></td>
<td>7320</td>
</tr>
<tr>
<td>Old Main - Chaplains’ Resource Room</td>
<td>Kathryn Chalhoub</td>
<td><a href="mailto:chalhoub@gustavus.edu">chalhoub@gustavus.edu</a></td>
<td>7446</td>
</tr>
<tr>
<td>Old Main - other</td>
<td>Janine Genelin</td>
<td><a href="mailto:janine@gustavus.edu">janine@gustavus.edu</a></td>
<td>7548</td>
</tr>
<tr>
<td>Olin Hall</td>
<td>Linda Hewitt</td>
<td><a href="mailto:hewitt@gustavus.edu">hewitt@gustavus.edu</a></td>
<td>7483</td>
</tr>
</tbody>
</table>

**SCHAEFER BUILDINGS**

| Fine Arts (art)              | Colleen Hanson    | chanson3@gustavus.edu          | 7019  |
| Fine Arts (music)            | Carol Ann Jutting| cjutting@gustavus.edu          | 7364  |
| Fine Arts (theatre)          | Kelly Holland     | kholland2@gustavus.edu         | 7353  |
| Anderson Theatre             | Terena Wilkens    | tech1@gustavus.edu             | 6280  |
| Björling Recital Hall        | Al Behrends       | al@gustavus.edu                | 7013  |

**CAMPAUS CENTER**

<p>| Banquet Rooms, including    | Margi Willmert or Kevin Birr | <a href="mailto:mwillmer@gustavus.edu">mwillmer@gustavus.edu</a> | <a href="mailto:kbirr@gustavus.edu">kbirr@gustavus.edu</a> | 6245 | 7689 |
| Presidents Dining Room      |                                 |                   |                   |      |      |
| Courtyard Cafè*             | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| “49er” Room                 | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| Johns Family Courtyard       | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| Interfaith Space             | Laura Shilling               | <a href="mailto:lshillin@gustavus.edu">lshillin@gustavus.edu</a>| 7249              |
| Rundquist Room              | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| Faculty/Staff Center         | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| Eckman Mall                  | Cassandra Nelson              | scheduler.gac.edu  | 7590              |
| Board Room                  | Cassandra Nelson              | scheduler.gac.edu  | 7590              |</p>
<table>
<thead>
<tr>
<th>Location</th>
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<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHRIST CHAPEL</strong></td>
<td>Kathryn Chalhoub</td>
<td><a href="mailto:chalhoub@gustavus.edu">chalhoub@gustavus.edu</a></td>
<td>7446</td>
</tr>
<tr>
<td><strong>INTERNATIONAL CENTER</strong></td>
<td>Carolyn O'Grady or Linda Shaw</td>
<td><a href="mailto:cogrady@gustavus.edu">cogrady@gustavus.edu</a> or <a href="mailto:lshaw@gustavus.edu">lshaw@gustavus.edu</a></td>
<td>7545/7150</td>
</tr>
<tr>
<td><strong>INTERPRETIVE CENTER</strong> (Linnaeus Arboretum)</td>
<td>Shirley Mellema</td>
<td><a href="mailto:shirley@gustavus.edu">shirley@gustavus.edu</a></td>
<td>6181</td>
</tr>
<tr>
<td><strong>JOHNSON STUDENT UNION</strong></td>
<td>*Alumni Hall, Linner Lounge, The Dive</td>
<td>Cassandra Nelson scheduler.gac.edu</td>
<td>7598/7590</td>
</tr>
<tr>
<td><strong>LIBRARY</strong></td>
<td>AV Classrooms</td>
<td>Ginny Bakke <a href="mailto:gbakke@gustavus.edu">gbakke@gustavus.edu</a></td>
<td>7571</td>
</tr>
<tr>
<td></td>
<td>Conference Room</td>
<td>Jeannie Peterson <a href="mailto:jpeter13@gustavus.edu">jpeter13@gustavus.edu</a></td>
<td>7556</td>
</tr>
<tr>
<td></td>
<td>E-classrooms (large &amp; small)</td>
<td>Jeannie Peterson <a href="mailto:library-reservations@gustavus.edu">library-reservations@gustavus.edu</a></td>
<td>7556</td>
</tr>
<tr>
<td><strong>RETREAT CENTER and GUEST HOUSE</strong> (reservations year-round)</td>
<td>Center for Servant Leadership</td>
<td><a href="mailto:guesthouse@gustavus.edu">guesthouse@gustavus.edu</a></td>
<td>7001</td>
</tr>
<tr>
<td><strong>SUMMER FACILITIES</strong> (Summer Programs)</td>
<td>Margi Willmert or Kevin Birr</td>
<td><a href="mailto:mwillmer@gustavus.edu">mwillmer@gustavus.edu</a> or <a href="mailto:kbirr@gustavus.edu">kbirr@gustavus.edu</a></td>
<td>6245/7689</td>
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</tbody>
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*Please be sure to request any room set up or technical support needs for these rooms.*