FAIRFIELD UNIVERSITY

Public Lectures and Events

Step–by-Step Guide for Event Planning

SPRING 2012

STEP 1: FIND A DATE: Examine the University calendar for an appropriate date to schedule your event. Be mindful of previously scheduled events that might compete with yours. Go to the Fairfield University Home page http://www.fairfield.edu/ and click on “Calendars” at the top. This brings you to the University’s Events Calendar. Booking venues through these individuals will automatically get the event you are planning into the University’s Events Calendar. If you do not want your event listed on the calendar, you must specify this when you book your room.

STEP 2: FIND AND RESERVE A LOCATION

• Decide the time and date for your event
• Check the University calendar on the web for conflicts and competing activities
• Find an appropriate location to hold your event

Book a room
The following University staff can help you with availability, reservations, and in some cases planning any special needs.

<table>
<thead>
<tr>
<th>Building</th>
<th>Contact Person</th>
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</thead>
<tbody>
<tr>
<td>Barone Campus Center</td>
<td>Jan Buswell (x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a>)</td>
</tr>
<tr>
<td>Alumni House</td>
<td>Jan Buswell (x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a>)</td>
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<td>Alumni Hall</td>
<td>Jan Buswell (x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a>)</td>
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<tr>
<td>DSB Dining Room</td>
<td>Jan Buswell (x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a>)</td>
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<tr>
<td>Levee</td>
<td>Jan Buswell (x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a>)</td>
</tr>
<tr>
<td>Classrooms (Mon-Fri 8:30-4:30)</td>
<td>Theresa Sabo (x2693; <a href="mailto:tsabo@fairfield.edu">tsabo@fairfield.edu</a>)</td>
</tr>
<tr>
<td>Classrooms (Mon-Fri after 4:30 p.m. and Sat and Sun)</td>
<td>Jan Buswell, x2377; <a href="mailto:jbuswell@fairfield.edu">jbuswell@fairfield.edu</a></td>
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<tr>
<td>Rec Plex</td>
<td>Elizabeth Blagys (x4140; <a href="mailto:eblagys@fairfield.edu">eblagys@fairfield.edu</a>)</td>
</tr>
</tbody>
</table>
Library  
Joann Garrity (x2648; jgarrity@fairfield.edu)

Kelley Center  
Susan Victor (x3110; svictor@fairfield.edu)

Quick Center  
Chris Kaplan (x2980; ckaplan@fairfield.edu)

Bellarmine  
Dee Mastrone (x2217; dmastrone@fairfield.edu)

Egan Chapel  
Deb Picarazzi (x2550; dpicarazzi@fairfield.edu)

**Special Conference Rooms**  
**Contact Person**

CNS 102  
Lynn Holfory (x 2139; lholfory@fairfield.edu)

DMH 330  
Joan Huvane (x 2291; jhuvane@mail.fairfield.edu)

Community Room (Chapel)  
Deb Picarazzi (x 2550; dpicarazzi@mail.fairfield.edu)

**Room Information**

**Alumni House:**
Contact: Jan Buswell, x2377; jbuswell@fairfield.edu

- Can seat between 30 – 75 dependent upon the configuration of the space
- There is a $20 hour charge with a minimum of 4 hours to use after 4:30 on weekdays and all hours on the weekends plus maintenance charges (work orders, etc.)

**Barone Campus Center**
Contact: Jan Buswell - x2377; jbuswell@mail.fairfield.edu

- Sullivan Room 200: 45-50 Seat Capacity, Projection Screen, Projector, Whiteboard on wall.
- Pilkerton Room 202: 12-15 Seat Capacity, Projection Screen, Projector, Whiteboard on wall.
- Hollingsworth Room 204: 12-15 Seat Capacity, Projection Screen, Projector, Whiteboard on wall.
- Oak Room: 256 w/ 32 round tables of 8. 400 w/rows of chairs, Projection Screen, Ceiling Projector. Contact University Activities at x 2377
- BCC Mezzanine (aka Faculty Dining Room): 50 Seat Capacity.
- BCC 1st Floor Lounge: 100 Seat Capacity.

**Kelley Center**
Contact: Susan Victor – x3110; svictor@fairfield.edu
Facility use charge of $20 per hour with a 4 hour minimum after 4:30 pm on weekdays and weekends.

- Conference Room: 12-14 Seat Capacity.
- Presentation Room : 96 with closed wall; 150 with open wall.
DiMenna-Nyselius Library
Contact: JoAnn Garrity - x2648; jgarrity@fairfield.edu
- Room 107c: 30 Seats.
- Room 233: (Library Conference Room) 20 Seats.
- Multimedia Auditorium (Room 101): 86 seats plus 4 handicap spaces.
- Group Study Rooms: 5 rooms with 4-6 seats and 5 rooms with 10-12 seats

Classroom Buildings
Contact Registrar’s Office: Theresa Sabo - x2693; tsabo@fairfield.edu
Most of the rooms below have some sort of technology. (Visit: http://www.fairfield.edu/cns/cnsfs_roominventory.html) Contact the Media Center for technology information - Jean Mathurin, x 2725, jymathurin@fairfield.edu

Bannow
- Room 300: 40 Seats. DVD. VCR. Doc Camera.
- Room 318: 10 Seats. Seminar Room.
- Room 333: 40 Seats. Screen. DVD. VCR.
- Room 334: 40 Seats. Screen. TV. DVD. VCR.
- Room 340: 40 Seats. Screen. TV. DVD. VCR.
- Room 345A: 40 Seats.
- Room 335
- Room GR 22

Canisius
- Room 5: 40 Seats.
- Room 6: 40 Seats. PC. DVD. VCR. Projector. Sound system. LapTop Connections.
- Room 9: 30 Seats.
- Room 10: 42 Seats.
- Room 15: 56 Seats.
- Room 101: 31 Seats.
• Room 103: 22 Seats.
• Room 104: 30 Seats.
• Room 106: 30 Seats.
• Room 108: 24 Seats.
• Room 202: 39 Seats.
• Room 203: 31 Seats.
• Room 204: 21 Seats.
• Room 206: 30 Seats.
• Room 208: 30 Seats.
• Room 209: 24 Seats.
• Room 301: 48 Seats.
• Room 304: 34 Seats. PC Computer. Internet. Overhead Projector. DVD. VHS. Screen. 2 Monitors.
• Room 305: 36 Seats.
• Room 306: 24 Seats.

Donnarumma
• Room 131: 16 Seats.
• Room 231: 16 Seats.
• Room 331: 16 Seats.
• Room 347: 40 Seats.
• Room 348: 40 Seats.
• Room 349: 40 Seats.
• Room 350: 40 Seats.

Gonzaga
• Auditorium: 300 Seats. Sound System 150 Watts. 9'x12' Projector screen.

School of Nursing
• Room 124: 36-40 seats. Equipment: computer console, DVD/VCR player, white board, drop down screen, LCD projector, wireless capability, desks with plug access for computers.
• Room 203: Nursing Auditorium – 112 seats. Computer Console, DVD/VCR player, LCD projector, wireless capability, and mediasite live camera and equipment

Dolan School of Business
• Room 104: 31 Seats.
• Room 105: 49 Seats.
• Room 106: 27 Seats.
• Room 107: 36 Seats. Computer Lab
• Room 108: 30 Seats.
• Room 109: 27 Seats.
- Room 111: 43 Seats.
- Room 112: 43 Seats.
- Room 1109A: 15 Seats.
- Room 2109A: 15 Seats.
- Dining Room: 200 Seats. Projection Screen; contact Jan Buswell, x2377, jbuswell@fairfield.edu

**Quick Center**

Contact: Chris Kaplan – x2980; ckaplan@fairfield.edu

*Spaces Available:*
  a) Kelley theatre, 750 seats. State-of-the art technical capabilities include rear screen projection and satellite downlink.
  b) Wien theatre (a.k.a. The Black Box), 120 seats.
  c) Lobby (holds 300 comfortably with tables set up).
  d) Gallery (holds 40 comfortably with tables set up).

*Contacts:*
  For set up needs: Chris Kaplan, events manager x2980, ckaplan@fairfield.edu
  For technical needs: Russ Nagy, technical director x2990, rnagy@fairfield.edu
  For box office needs: Kyle Russell, box office manager x2973, krusell@mail.fairfield.edu
  For billing inquiries: Gary Wood, director, x4242, gwood@fairfield.edu

*Costs:*
The Quick Center does not charge University groups on campus for renting the spaces for University events, but does charge for incurred costs. For example, if you are hosting a lecture, a front of house crew (ushers, house manager, and parking,), a tech crew, box office staff, custodian, parking officer, etc… are required. All of those expenses are charged back to the University group.

*Responsibilities:*
University groups are responsible for booking their own Media Center needs and catering needs with Sodexho, including tablecloths.
STEP 3: RESERVE NEEDED MEDIA
After you reserve the venue from the list above (and list it on the university web events calendar) decide on your media/technology needs

Contact Jean Mathurin in the Media Center (jymathurin@fairfield.edu).
In your e-mail include the following information:
   a) Working title of lecture or lecture series
   b) Name of speaker
   c) The venue
   d) True start and end time
   e) Any unusual activities before or after the lecture (e.g. cocktails in the room)
   f) The type of equipment/support needed; give examples – microphone (podium/lavelier), screen, computer, projector, easels

Once the e-mail is sent, Jean Mathurin can be contacted directly at x2725. Prices are highly situation dependent. As such, pricing must be discussed with Jean. Media typically requires at least one week prior to the event.

STEP 4: RESERVE FOOD
Decide on your food and drink needs

Contact Liz Miske, catering coordinator (Catering Assistant/Sales) of Sodexo (catering@fairfield.edu or x3233).
In your e-mail/communication, include the following information:
   a) Location
   b) Date
   c) Guest count
   d) True start and end time
   e) Type of event (e.g. breakfast, lunch, dinner, coffee etc).
   f) Buffet or plated
   g) Alcohol service needed or not
   h) Special dietary needs
   i) Budget parameters

Menus with prices can be viewed at https://fairfieldu.catertrax.com. Accounts can be set up and ordering done entirely online or orders can be placed with Liz Miske. Catering must be ordered at least one week prior to the event with a final head count two days before the event takes place.

STEP 5: RESERVE SPEAKER ACCOMODATIONS
The Office of Admissions maintains a list of local hotels, transportation, and restaurants. You can find it at: http://www.fairfield.edu/about_hospitality.html
STEP 6: GET SPEAKER/EVENT INFORMATION

Event Information: Scope and focus of event, or what speaker will talk about

Biographical Information
Curriculum vitae, bibliography, or a short bio suitable for writing up a description for publicity purposes.

Picture
Jpegs (300 dpi) and 5x7 glossy, color is best.

E-mail event description, bio, and pic to event scheduler so they can list it on the events calendar.

STEP 7: NOTIFY CAMPUS COMMUNITY AND ADDITIONAL AUDIENCES

Consider notifying the key constituents listed below:

Vice Presidents

Paul Fitzgerald, S.J., Senior Vice President for Academic Affairs
CNS 300, x2778

Julie Dolan, VP for Finance
MCA 305, x2495

Mark Reed, VP for Administration and Chief of Staff
BLM 123, x2256

Tom Pellegrino, VP for Student Affairs
BCC 408, x2244

Judy Dobai, VP for Enrollment Management
CNS 300, x2347

Stephanie Frost, VP for University Advancement
BLM 222, x2386

Rama Sudhakar, VP of Marketing and Communications
BLM 222, x3479
Deans
Robbin Crabtree, College of Arts and Sciences
CNS 100, x2221

Donald Gibson, Dolan School of Business
DSB 1129, x4070

Susan Franzosa, Graduate School of Education and Allied Professions
CNS 102, x4250

Jack Beal, School of Engineering
MCA 105, x4147 (main office), x2424 (his office #)

Suzanne Campbell, School of Nursing
SON 104, x2701

E-mail Notification to Faculty & Staff

• To give an announcement to just faculty, send an e-mail to: faculty announcements

• To give an announcement to faculty and staff, send it through “Today @ Fairfield” by submitting it at http://data.fairfield.edu/today/submit.lasso

Note: At the bottom of the first page of the Today @ Fairfield daily e-mail, click on the address to get to the web form for submissions. One needs to submit a request by 3 p.m. the day before an announcement is to be posted, and it can only be included in “Today @ Fairfield” for 10 consecutive days.

• To give an announcement to the entire University community, the Vice President of your Division must approve announcement and then send to jbuswell@fairfield.edu.

• Information about events can be sent to students at students411@fairfield.edu to get the word out to students.

Event Publicity to Both Internal and External Audiences

The staff of the Marketing and Communications Division is charged with marketing activities, which includes event publicity. Every School and Division of the University has an account team assigned to assist with marketing and publicity activities. The core team consists of an account manager, a media relations liaison, a graphic designer, and a web liaison.

The account manager is the primary contact person assigned to each school. The account manager should be contacted first when a project, public event, or opportunity arises that would benefit from marketing assistance (everything from press releases, publications, event posters, and web pages to podcasts, photography, and advertising.). The earlier you contact
the account managers, the more opportunities they have to plan promotion, and to include your public event on external media calendars.

The account manager will bring together the marketing team to collaborate, brainstorm, and partner with faculty on the best marketing vehicles to accomplish your goals. The following information will be helpful to have available for your account manager.

- Event description
- Sponsor
- Speaker
- Speaker bio
- Title
- Date
- Time
- Place
- Pricing
- Intended audience
- Other details
- Contact person
- Campus telephone
- Office address
- E-mail

**Marketing Account Managers**

Carolyn Arnold - CAS, DSB, Part-time Programs, x3392

Nina Riccio - SON, SOE, GSEAP, Centers/Special Programs, x3329

Katie Magee – Admissions, x2370

Deidre Bennett - Student Affairs, editor of Currents enewsletter to parents, x3201

Virginia Weir – Advancement, editor of Currents enewsletter to alumni, x3259

(Please see Team Chart on Page 11)

**STEP 8: ARRANGE FOR PAYMENT(S) FOR YOUR SPEAKER(S)**

Make sure you have obtained from each speaker the following:

- Speaker’s full name
- Home Address,
- Social Security Number
- Amount to be paid
Organization/Account to be charged
Speaker’s picture/headshot and bio

Ask your program or departmental assistant to prepare the paper work and send it to accounts payable with a W-9 form and supporting materials (e-mails, flyers, etc.).

**STEP 9: DEAL WITH UNEXPECTED OVERUNS**

Even a well thought out event can incur unexpected costs. The Public Lectures and Events Committee has a small budget to help with such problems. E-mail the current chair of the Public Lectures and Events Committee to apply for such funds.

**STEP 10: PARKING & NOTIFYING PUBLIC SAFETY**

Mary Ann DeMasi in the Department of Public Safety will send you a parking map and a parking pass to send to your guest lecturer. She requests that you send her an e-mail at mademasi@fairfield.edu and provide her with the year, license plate # and make of your guest’s car. Many of the parking lots on campus fill up very quickly. Let guest speakers and those attending events know in advance to leave time to find parking. Attached is a campus parking map which may also be obtained on the Fairfield University website as a PDF file. If you are planning an event with 200 or more guests notify Public Safety in advance of the event.
### Marketing and Communications Division — Marketing Teams and Functions

#### ACADEMICS

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<tr>
<th>Program</th>
<th>Account Manager</th>
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<td>Roberta Reynolds</td>
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<td>Mag McCallery</td>
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<td>PART-TIME PROGRAMS</td>
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<td>SOE</td>
<td>Nina Riccio</td>
<td>Roberta Reynolds</td>
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#### ADVANCEMENT

Assignments Include: Alumni Relations, Development

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<tr>
<td>ADVANCEMENT</td>
<td>Virginia Weir</td>
<td>Kim Szabo</td>
<td>Virginia Weir / Nicole Leiter</td>
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#### STUDENT AFFAIRS

Assignments Include: Student Activities, Diversity Programs, Parents

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<tr>
<td>STUDENT AFFAIRS</td>
<td>Deirdre Bennett</td>
<td>Kim Szabo / Roberta Reynolds</td>
<td>Deirdre Bennett / Laura Johnson</td>
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#### FAIRFIELD U. MAGAZINE

Editor: Alistair Highet

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<tr>
<td>FAIRFIELD U. MAGAZINE</td>
<td>Alistair Highet</td>
<td>Nicole Leiter</td>
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#### PRESIDENT’S OFFICE

Writer/Editor: Alistair Highet

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<th>Program</th>
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<tr>
<td>PRESIDENT’S OFFICE</td>
<td>Scott Barnett</td>
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#### FINANCE, C&NS

Marketing Liaison: Scott Barnett

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#### COMMUNITY RELATIONS

Liaison: Martha Milcarek

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#### GOVERNMENT RELATIONS

Liaison: Rama Sudhakar / Martha Milcarek

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#### PART-TIME PROGRAMS

Account Manager: Carolyn Arnold

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#### ADVERTISING

Marketing Liaison: Cathy O’Donnell

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#### STRATEGIC MARKETING LIAISON

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<td>Martha Milcarek</td>
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#### Account managers will write/edit for the Fairfield U. Magazine as assigned.

Digital Print Services, Athletics Marketing, Media Center, etc. will participate with core teams on a project-by-project basis.