

# FAIRFIELD UNIVERSITY

## Public Lectures and Events

### Step-by-Step Guide for Event Planning

#### SPRING 2009

**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/>. On the right hand column, click “Events Calendar.” 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.

<b><u>Building</u></b>	<b><u>Contact Person</u></b>
Barone Campus Center	Jan Buswell (x2377; <a href="mailto:jbuswell@mail.fairfield.edu">jbuswell@mail.fairfield.edu</a> )
Alumni House	Jan Buswell (x2377; <a href="mailto:jbuswell@mail.fairfield.edu">jbuswell@mail.fairfield.edu</a> )
Alumni Hall	Jan Buswell (x2377; <a href="mailto:jbuswell@mail.fairfield.edu">jbuswell@mail.fairfield.edu</a> )
DSB Dining Room	Jan Buswell (x2377; <a href="mailto:jbuswell@mail.fairfield.edu">jbuswell@mail.fairfield.edu</a> )
Levee	Jan Buswell (x2377; <a href="mailto:jbuswell@mail.fairfield.edu">jbuswell@mail.fairfield.edu</a> )
Classrooms (Mon-Fri 8:30-4:30)	Theresa Sabo (x2693; <a href="mailto:tsabo@mail.fairfield.edu">tsabo@mail.fairfield.edu</a> )

Classrooms (Mon-Fri after 4:30 p.m. and Sat and Sun): Jan Buswell, x2377;  
[jbuswell@mail.fairfield.edu](mailto:jbuswell@mail.fairfield.edu)

Rec Plex	Elizabeth Blagys (x4140; <a href="mailto:eblagys@mail.fairfield.edu">eblagys@mail.fairfield.edu</a> )
Library	Joann Garrity (x2648; <a href="mailto:jgarrity@mail.fairfield.edu">jgarrity@mail.fairfield.edu</a> )
Kelley Center	Laura Martin (x2347; <a href="mailto:lmartin@mail.fairfield.edu">lmartin@mail.fairfield.edu</a> )
Quick Center	Emily Worden (x4242; <a href="mailto:eworden@mail.fairfield.edu">eworden@mail.fairfield.edu</a> )
Bellarmino	Colleen Gilbertson (x3468; <a href="mailto:cgilbertson@mail.fairfield.edu">cgilbertson@mail.fairfield.edu</a> )
Egan Chapel	Pauline Moyczik (x3405; <a href="mailto:pmoyczik@mail.fairfield.edu">pmoyczik@mail.fairfield.edu</a> )

**Special Conference Rooms    Contact Person**

CNS 102	Barbara Niesyn (x 2139; <a href="mailto:bniesyn@mail.fairfield.edu">bniesyn@mail.fairfield.edu</a> )
DMH 330	Joan Huvane (x 2291; <a href="mailto:jhuvane@mail.fairfield.edu">jhuvane@mail.fairfield.edu</a> )
Carrier Room (Chapel)	Deb Picarazzi (x 2550; <a href="mailto:dpicarazzi@mail.fairfield.edu">dpicarazzi@mail.fairfield.edu</a> )

**Room Information**

**Alumni House:**

Contact: Jan Buswell, x2377; [jbuswell@mail.fairfield.edu](mailto:jbuswell@mail.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](mailto:jbuswell@mail.fairfield.edu)

- Sullivan Room 200: 45-50 Seat Capacity. Projection Screen. Whiteboard on wall.
- Pilkerton Room 202: 12-15 Seat Capacity. Projection Screen. Whiteboard on wall.
- Hollingsworth Room 204: 12-15 Seat Capacity. Projection Screen. Whiteboard on wall.
- Jost Room 206: 30 – 35 Seat Capacity. Projection Screen. Whiteboard on wall.
- Oak Room: 256 w/ 32 round tables of 8. 400 w/rows of chairs. Projection Screen. Ceiling Projector. Must contact media center for use of AV (see Step II below).
- BCC mezzanine (aka Faculty Dining Room): 50 Seat Capacity.
- BCC 1<sup>st</sup> Floor Lounge: 100 Seat Capacity.

**Kelley Center**

Contact: Laura Martin - x2347; [lmartin@mail.fairfield.edu](mailto:lmartin@mail.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@mail.fairfield.edu](mailto:jgarrity@mail.fairfield.edu)

- Room 107c: 30 Seats.
- Room 233: (Library Conference Room) 20 Seats.
- Multimedia Auditorium (Room 101): 86 seats plus 4 handicap spaces.
- Lecture Room: 86 seats plus 2 handicap seats.
- 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@mail.fairfield.edu](mailto:tsabo@mail.fairfield.edu)

#### **Bannow North**

- Room 104: 50 Seats. DVD Player. SVHS Player. Television Monitor.
- Room 106: 50 Seats.
- Room 107: 50 Seats. DVD Player. SVHS Player. Television Monitor.
- Room 409: 16 Seats. Seminar Room.

#### **Bannow**

- Room 131: 50 Seats. Projector. Screen. DVD. VCR. White Board.
- Room 137: 50 Seats. Mac Computer. Overhead Projector. Screen. DVD. VCR. Lap Top Connections. Sound System. Control Panel.
- Room 138: 40 Seats. Projector. Screen. DVD. VCR. White Board.
- Room 139: 50 Seats. Mac Computer. Overhead Projector. Screen. DVD. VCR. Lap Top Connections. Sound System. Control Panel. Doc Camera.
- Room 253: 45 Seats. Projector. Screen. DVD. VCR. White Board.
- Room 254: 90 Seats. Projector. Screen. DVD. VCR. White Board. Doc Camera.
- Room 256: 40 Seats. PC Computer. Overhead Projector. Screen. DVD. VCR. Lap Top Connections. Sound System. Control Panel. Doc Camera.
- 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 341: 40 Seats. PC. DVD. VCR. Overhead Projector. Doc Camera.
- Room 345A: 40 Seats.

#### **Canisius**

- Room 1: 44 Seats. DVD. VCR. CD Player. Overhead Projector. Sound System. Screen. LapTop Connections. Control Panel
- 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 303: 35 Seats. PC Computer. Internet. Overhead Projector. DVD. VHS. Projection Screen. 2 Monitors.
- 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**

Contact: Jan Buswell - x2377; [jbuswell@mail.fairfield.edu](mailto:jbuswell@mail.fairfield.edu)

- 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 110A: 60 Seats. PC Computer. Internet. Overhead Projector. Projection Screen. 150 Watt Sound System. 35 mm Slide Projector Multimedia TV/DATA Projector.
- Room 110B: 60 Seats. PC Computer. Internet. Overhead Projector. Projection Screen. 150 Watt Sound System. 35 mm Slide Projector Multimedia TV/DATA Projector.
- Room 1109A: 15 Seats.
- Room 2109A: 15 Seats.
- Dining Room: 200 Seats. Projection Screen.

## **Quick Center**

Contact: Emily Worden - x4242; [eworden@mail.fairfield.edu](mailto:eworden@mail.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: Emily Worden, house manager x4242, [eworden@mail.fairfield.edu](mailto:eworden@mail.fairfield.edu)

For technical needs: Russ Nagy, technical director x4242, [rnagy@mail.fairfield.edu](mailto:rnagy@mail.fairfield.edu)

For box office needs: Kyle Russell, box office manager x4242, [krussell@mail.fairfield.edu](mailto:krussell@mail.fairfield.edu)

For billing inquiries: T.J. Murphy, business manager x4242, [tmurphy@mail.fairfield.edu](mailto:tmurphy@mail.fairfield.edu)

### *Costs:*

The Quick Center does not charge University groups for renting the spaces, 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 Sodexo. This includes tablecloths.

**Please note that there are pictures of most classrooms and equipment in them on the R-25 event calendar which can be accessed from the Fairfield University website.**

### **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@mail.fairfield.edu](mailto:jymathurin@mail.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/lavaliere), 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 Jen Archer (Catering Assistant/Sales) of Sodexo ([catering@mail.fairfield.edu](mailto:catering@mail.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 Jen Archer. 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](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**

Orin Grossman, Academic Vice President  
CNS 300, x2778

William Lucas, V-P for Finance and Administration  
MCA 305, x2495

James Estrada, VP for Information Services and University Librarian  
Library, x2181

Mark Reed, VP for Administrative and Student Affairs  
BCC 408, x2244

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

Norman Solomon, Dolan School of Business  
DSB 1129, x4070

Dean Dr. Susan D. Franzosa, Graduate School of Education and Allied Professions  
CNS 102, x4250

Edna Wilson, University College  
DH 115, x2112

Evangelos Hadjimichael, School of Engineering  
MCA 105, x4147 (main office), x2424 (his office #)

Jeanne Novotny, School of Nursing  
SON 104, x2701

Debnam Chappell, Dean of Freshmen  
DMH 251, x2222

**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 5 consecutive days.

- To give an announcement to the entire University community, send an e-mail to [UniversityAnnouncement@mail.fairfield.edu](mailto:UniversityAnnouncement@mail.fairfield.edu) (There is a space between university and announcement.)
- Information about events can be sent to students at [students411@mail.fairfield.edu](mailto:students411@mail.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 team consists of an account manager, a media relations liaison, a graphic designer, and a web liaison.

The account manager is the one primary contact person assigned to each school. The account manager should be contacted first when a project, public event, or opportunity presents itself which 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
- Price
- Contact person
- Other details
- Campus telephone
- Office address
- E-mail

### **Marketing Account Managers**

Carolyn Arnold - CAS, DSB, Centers, x3392

Nina Riccio - SON, UC, x3329

Meredith Guinness - GSEAP, SOE, editor of campus Currents, x3444

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

Virginia Weir - Alumni Relations, Development, editor of Currents newsletter to alumni, x3259

(Please see Flow 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@mail.fairfield.edu](mailto:mademasi@mail.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.



CAS	DSB	SON	UC	GSEAP	SOE
ACCOUNT MANAGER Carolyn Arnold x3392	ACCOUNT MANAGER Carolyn Arnold x3392	ACCOUNT MANAGER Nina Riccio x3329	ACCOUNT MANAGER Nina Riccio x3329	ACCOUNT MANAGER Meredith Guinness x3444	ACCOUNT MANAGER Meredith Guinness x3444
DESIGNER Ed Ross	DESIGNER Ed Ross	DESIGNER Roberta Reynolds	DESIGNER Roberta Reynolds	DESIGNER Annie Forstrom	DESIGNER Roberta Reynolds
WEB Lisa Roberts	WEB Lisa Roberts	WEB Laura Johnson	WEB Lisa Roberts	WEB Lisa Roberts	WEB Laura Johnson
MEDIA Nancy Habetz	MEDIA Meg McCaffrey	MEDIA Meg McCaffrey	MEDIA Joan Grant	MEDIA Joan Grant	MEDIA Meg McCaffrey
CENTERS - SPECIAL PROGRAMS		CAMPUS CURRENTS		THE ARTS	
Academic Excellence, Catholic Studies, Faith & Public Life, Judica Studies, Ignatian Residential College		EDITOR Meredith Guinness x3444		Fairfield Theatre, Quick Center, etc.	
ACCOUNT MANAGER Carolyn Arnold x3392		DESIGNER Annie Forstrom		MARKETING LIAISON Cathy O'Donnell x3320	
DESIGNER Ed Ross		WEB Lisa Roberts		DESIGNER Ed Ross	
WEB Lisa Roberts		WEB Laura Johnson		WEB Laura Johnson	
MEDIA Meg McCaffrey		MEDIA Nancy Habetz		MEDIA Joan Grant	

<b>FAIRFIELD NOW</b> EDITOR <b>Alistair Hight</b> x2526 ALL account managers will write/edit for the Fairfield Now magazine as assigned.	<b>PRESIDENT'S OFFICE</b> WRITER/EDITOR <b>Alistair Hight</b> x2526 Other account managers will write/edit for the President's Office as assigned.	<b>INFORMATION SERVICES</b> Library, Media Center MARKETING LIAISON <b>Scott Barnett</b> x3503 DESIGNER Roberta Reynolds WEB Laura Johnson MEDIA Meg McCaffrey	<b>FINANCE</b> MARKETING LIAISON <b>Martha Milcarek</b> x2118 DESIGNER Aerie Forstrom WEB Laura Johnson MEDIA Nancy Habetz
<b>ADVANCEMENT</b> ASSIGNMENTS INCLUDE: Alumni Relations, Development ACCOUNT MANAGER <b>Virginia Weir</b> x3259 DESIGNER Kim Szabo WEB Virginia Weir MEDIA Nancy Habetz	<b>STUDENT AFFAIRS</b> ASSIGNMENTS INCLUDE: Athletics, Student Diversity Programs, Parents ACCOUNT MANAGER <b>Deirdre Bennett</b> x3201 DESIGNER Kim Szabo WEB Deirdre Bennett MEDIA Nancy Habetz	<b>ADVERTISING</b> ACCOUNT MANAGER FOR CENTRALIZED ADVERTISING EFFORTS <b>Cathy O'Donnell</b> x3320 SUPPORT Jennifer Sirella	<b>NOTE:</b> Photojournalist (Jean Santopatre), Printing and Graphic Services, Sports Information, Sports Marketing, and Media Center will participate with core teams on a project-by-project basis.

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