



College of Public Affairs and Education

UNIVERSITY OF ILLINOIS SPRINGFIELD

Subject: Unit Event Planning

Category: Administrative

Effective Date: 08/16/2024

Contact: Business Administrative Associate

Procedure

- 1.) When a unit decides to host an event, the unit leader or designated event leader will work with unit and college staff to plan the event.
- 2.) The event leader will complete the [Event Planning Form](#) and develop a budget. If the event will have a cost, then the event leader will need to complete [an Expense Request Form](#) and obtain approval for the expenses before proceeding. If the expenses are not approved or only partially approved, the event planning form will need to be updated accordingly.
- 3.) Event leader(s) will forward to the unit Administrative Aide a copy of the approved Expense Request Form and the Event Planning Form. The event leader will communicate to faculty and staff the steps for which they are responsible, including but not limited to:
 - a. Notifying unit staff of event details as soon as possible, including the unit's Academic Online Advisor and/or the unit graduate assistant(s) for assistance.
 - b. [Completing the event form](#) in order to post this event to the UIS, College, and/or Unit website and college social media.
 - c. Ensuring that contracts or facility use agreements are approved and indicate all charges, and are sent to HR 30 days prior to the event.
 - d. Contacting OEM and/or ITS for recording or technology needs.
 - e. Contacting [the UIS Photographer](#) to schedule a photographer for the event. If the event will include minors, a special release for minors must be completed prior to taking photos.
 - f. Contacting the Office of Advancement if inviting unit alumni
 - g. Contacting the UIS Public Relations Department to coordinate external press releases or news coverage.
 - h. Using the guidelines on [the On-Campus Events page](#) in promoting the event campus-wide.
 - i. Contacting the Dean's Office staff for consultation and assistance, if needed.
 - j. Creating or coordinating the creation of marketing materials using [the UIS Style Writing Guide](#), [official UIS logos & wordmarks](#), and [UIS Colors & Fonts guide](#).

- k. The event leader should coordinate with the Academic Online Advisor and Campus Services regarding developing printed marketing materials and identifying swag. Staff responsible for purchasing materials and swag must be notified at least 30 days in advance of the event to ensure on-time delivery and to avoid expedited delivery charges.
 - l. Publicizing on the unit's social media sites.
 - m. [Reserving space](#)
 - n. Sending invitations and information to campus announcements
 - o. Coordinating RSVPs
 - p. Contacting [Facilities & Services](#) to determine if BSW Cleaning Fees, if applicable.
 - q. Contacting [UIS Parking](#) to discuss reserving spaces/lots and costs, if applicable.
- 4.) Recap the event with individual's involved in the event planning, as well as the unit leader, to measure the success of the event and to identify lessons learned for future events.