

Event Planning Guide

Fall 2018

This guide for College of Business faculty and staff is to offer guidance and resources of how to plan events on and off the UT Arlington campus for the College of Business.

Students planning student events must go to Student Organizations, under the department Student Affairs, for UTA student event policies and procedures.



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Updated by Myalinda Martinez, Special Programs Coordinator, myalinda.martinez@uta.edu,
817-272-5447



UNIVERSITY OF
TEXAS
ARLINGTON

COLLEGE OF
BUSINESS
OFFICE OF THE DEAN

Event Space

College of Business Events Calendar

This will need to be updated with every department's events for the academic year. Calendar can be found on the College of Business website under events: <http://www.uta.edu/business/calendar.php>

Venues On-Campus

- University Central Library Sixth Floor
 - Atrium and Parlor: Includes a main event room and side meeting room.
 - Contact: Kathleen Houston at marquezhouston@uta.edu
- University Center (Cosmic Calendar Meeting)
 - Offers a variety of room sizes.
 - Contact: www.uta.edu/campus-ops/uc/plan/index.php
- College Park Center
 - Offers arena, concourse areas and hospitality suite.
 - Contact: www.utacollegepark.com/booking/index.php
- Business Building
 - Offers a variety of small classrooms and meeting rooms.
 - Contact: cobarooms@uta.edu
- Maverick Activities Center
 - Large and small auditoriums
 - Contact: www.uta.edu/campusrec/facilities/reservations.php
- University Club
 - Located in Davis Hall
 - Small meeting room
 - Contact: catering@uta.edu
- Planetarium
 - Atrium, executive conference room, meeting space and small receptions
 - Contact: <http://www.uta.edu/planetarium/parties/>
- ASTRA (Admin only access)
 - For general room/classroom reservations on campus go to:
https://adastra.uta.edu/Astra_Production_Schedule/Portal/GuestPortal.aspx

Venues Off-Campus

There are a number of venues off campus in Arlington to use. Below is a list that has been used by the Dean's Office.

- Sheraton: www.sheratonarlingtonhotel.com
- Globe Life Park- more expensive but if within your budget a nice alternative
- Hilton: www3.hilton.com/en/hotels/texas/hilton-arlington-ARLAHHF/accommodations/index.html
- Piccolo Mondo: www.piccolomondo.com
- Sanford House Inn: www.thesanfordhouse.com/
 - Food and Beverage Manager: Camille McDonald, camillem@thesanfordhouse.com
- Mercury Chophouse- Arlington
 - Larry Kerns- Director of Operations, 817-381-1157, larry@mercurychophouse.com



Vendors

College of Business Procurement Specialist

Our designated specialist can help us with MAV eShop, contracts and vendors.

- Terrie Davis- (817) 272-2958, davis@uta.edu

Food

On-campus Chartwells Catering must be used in the University Center and College Park Center on campus. Please review policies and procedures for exceptions. Procedure 4-26—Meal Reimbursements: <https://www.uta.edu/policy/procedure/4-26>

- Food vendors must be approved and you must pay by purchase order. *Procard will not be allowed for catering.*
- Any approved caterer can be used in the Business Building. Your department will need to create an account with them. To create additional accounts please contact UTA Procurement for the process.
- Full list of approved food vendors: www.uta.edu/campus-ops/uc/food-vendors/index.php

Catering

- UTA Catering, Chartwell <https://new.dineoncampus.com/utarlington/catering>
<https://uta.catertrax.com/>, 817.272.2304
- Fort Worth Catering: <http://www.ftworthcatering.com/>
- City Kitchen: <http://www.citykitchen.com/>
- PotBelly Sandwich Shop: www.potbelly.com/catering
- Jason's Deli: www.jasonsdeli.com/
- La Madeleine: <http://cateringbylamadeleine.com/>
- Panera Bread: <https://cater.panerabread.com/catering-webapp/>
- Corner Bakery: www.cornerbakerycafe.com/catering/sandwiches
- Mr. Jim's Pizza: mrjimspizzacc@gmail.com, <https://mrjims.pizza/>

Promotionals/shirts/gifts

- 4imprint
 - Dia Vang, Customer Service Representative
 - 877-446-7746 Ext 8143, dvang@4imprint.com
- C. C. Creations
 - Tracy Wainscott, Sales Representative
 - 800-324-1248 Ext 715, t.wainscott@cccreationsusa.com
- Worldwide Specialty Advertising Inc.
 - Les Jackson, Account Executive
 - 817-244-5737, les@wsapromos.com
- Quality Logo Products
 - Angie Kobs
 - www.qualitylogoproducts.com



Florist

- HE Cannon Floral, Arlington
 - Patricia Flynt, Owner
 - 817-261-2731, cannon1893@aol.com

- www.cannonfloral.com
- Calloway's Nursery
 - 1424 N. Center St, Arlington, TX 76011
 - 817-861-1195



Linens/chairs/tents/equipment

- Rental Stop
 - Leslie Rule, leslie@rentalstops.com; 972-336-0059
 - <http://www.RentalStops.com>



Banners/posters/brochures

- Cockrell Enovation
 - Marc Piper, 817-336-0571 x 135, mpiper@cockrellnovation.com
 - www.Cockrellnovation.com
- Prestige Printing



Others

- Party City
- Amazon
- Etsy: Specialty made scarves and wrapping paper
- Nashville Wraps: bows and tissue paper
- Uline and Papermart: gift boxes
- Tulles Shop
- Accent Awards



Parking & Valet Services

UTA Parking Services

To obtain parking information for guests and events. Online requests are done by departments for reservations. <http://www.uta.edu/pats/parking/guest-parking.php>

Reserved Parking Spot for Guest in Maverick Parking Garage

- Resources for Faculty and Staff: Log in
- <http://www.uta.edu/business>

UTA Parking Maps

<http://www.uta.edu/maps/?parking=visitor>

Valet Service

- Rent A Frog
- www.rentafrog.com/
- Monica C. Savino, monica@rentafrog.com, 817-810-9988



Facilities/Custodial Services

- UTA Central Receiving
 - Moving items, setting up tables and chairs. Setting up plants. Cost for all.
 - www.uta.edu/policy/procedure/2-49
- UTA Custodial Services
 - Contact: Phillip Bivens, Executive Housekeeper, 817-272-3193, pbivens@uta.edu
 - To clean up before and after an event, request more trash cans and empty trash.
 - Put in request through work order site: <https://www.uta.edu/campus-ops/facilities/work-order-instructions>
 - Faculty offices are cleaned Monday, Wednesday and Friday. Suite offices are cleaned every day.
 - www.uta.edu/policy/procedure/5-9

Technology and Equipment Needs

Office of Information and Instructional Resources (OIIR), Rm 337

- David Leong, Director, 817-272-3023, leong@uta.edu
- Jairo A. Omaña Peñaranda, jairo@uta.edu, 817-272-3545

CLASSROOM MULTI-MEDIA SUPPORT SERVICES

817-272-5230

- Let OIIR know in advance of equipment needs for meetings/events
- Limited stock of inventory, so get requests in early.
- Might be able to assist on large events and some off-campus
- University center can also loan out their equipment if needed
- Requests should be sent to: oiirmanagers@uta.edu



Marketing/Advertising/Photography/Video

College of Business Marketing and Communications: Please contact first.

- Jillian Jordan McFarland, Director, 817-272-5832, jillian.mcfarland@uta.edu

UTA Marketing and Communications

<http://www.uta.edu/ucomm/communications-marketing/index.php>

Logo and Graphic Identity Standards

<https://www.uta.edu/ucomm/identity/intro/index.php>



Event Publicity, Photography, Communications

Social Media

Your event can also be broadcast on the college's social media channels – before the event to build awareness and attendance, and the day of to showcase speakers, participation, photos, etc. The college's social media channels include Twitter, Facebook, LinkedIn, Instagram, Flickr and YouTube. For more information on how to request this service for your event, contact the Director of Marketing and Communications.



CoB Digital Signage

Must create the slide in PowerPoint (how you want it to appear) must be landscape, and submit to Jairo Omana-Penaranda, CoB Computer User Service Specialist at 2-3545 or jairouta@uta.edu, with the date range that it should be included in the signage rotation. If you would like your slide to be proofread prior to submitting to Jairo, please feel free to send to Director of Marketing and Communications for review.

University Communications

The Department of University Communications publishes MavWire (e-newsletter for faculty and staff) every Monday and Thursday morning (except for holidays) during the fall and spring semesters, and once a week (Thursday) during the summer. Must be submitted no later than 3 business days prior to the publication of the newsletter. University Communications publishes TrailBlazer (e-newsletter for students) every Tuesday (except for holidays) during the fall and spring semesters, and every other Tuesday during the summer.

- Publications page: <https://www.uta.edu/news/publications/>
- mavwire@uta.edu
- trailblazer@uta.edu
- editor.shorthorn@uta.edu

UTA Calendar

Submit event information in the following format to UTA Events at: <http://events.uta.edu>. You will need to sign in with your user name and ID. Please **tag** the College of Business. It will take a few days for approval to be posted. If you need guidance on how to do it as well as the content, please seek out the Director of Marketing and Communications, Jillian McFarland.

Emma email marketing account

Email marketing tool helps to send emails in bulk. Provide content, including the information about the event, as well as a contact for RSVPs, contacts to distribute the invitations to, and dates for the emails to be distributed. Can send through the Director of Marketing and Communication, Jillian Jordan McFarland.

Digital cameras

Available for checkout from Jillian to use at your event. To reserve a camera, contact Jillian at least one week prior to pick-up so she can charge the batteries and reserve a camera for you.



Policies and Procedures Related to Events

UT Regents Rules and Regulations, University Handbook of Operating Procedures and Forms can be found at: www.uta.edu/policy/index?hl=occassion+forms

ProCard Use

Please read the policies and process involving ProCards prior to purchasing and event planning. It can be found at: www.uta.edu/policy/procedure/4-11. Please consult with your Department's Administrative Assistant regarding Procard use.

Catering

UTA catering must be used for all University Center and College Park Center events. Requests for exceptions must be submitted by the Dean for approval from the VP of Facilities.

Some purchases of goods and services may not require a purchase order because best value is obtained by procuring such goods or services by other means. Purchases of caterer should not be processed using a purchase order but must be processed in accordance with Reimbursements and Payments Other Than for Travel and Purchase Orders(Procedure 4-26).

Alcohol Purchasing/Serving

It is important to read the UT System Board of Regents Rules regarding alcohol:
<http://www.utsystem.edu/board-of-regents/rules/80102-alcoholic-beverage>

Alcohol can be purchased by the ProCard and used at an event if approved by the VP of Finance. TABC licensed bartenders are the only ones that can serve alcohol at the events.

HOP 13-200 states, "The use of alcoholic beverages is prohibited in or on University Facilities. The President of the University may waive this prohibition with respect to any event sponsored by The University of Texas System or the University." John Hall has been delegated authority for these decisions.

HOP Procedure 3-41 states, "Employees may not use alcohol during working hours, or in a manner while in attendance at an official University function or at an authorized University site that adversely affects the performance of the employee or may adversely affect the health or safety of any other person. Use of alcohol at an authorized University function, in the course of official University business, or at an authorized University site, which adversely affects job performance or may adversely affect the health or safety of any other person is prohibited."

UTA <https://www.uta.edu/policy/procedure/3-41>

UTA <https://www.uta.edu/policy/hop/13-200>

Tents

When looking into using tents for an event you must contact:

- Environment Health and Safety/Fire Marshall: www.uta.edu/campus-ops/ehs/
- Campus Police: www.uta.edu/campus-ops/police/
- Tents can be rented through Central Receiving (on-campus) and Rental Stop (off campus)

Signs/Posters/Flyers/Banners

Rules regarding posting signs, banners, hanging posters and chalking can be found at: www.uta.edu/studentactivities/organizations/posting.php

Tax Exemptions

The University is exempt from paying state and city sales tax under Texas Tax Code, Section 151.309(4).

- The Texas Sales and Use Tax Exemption Certification (Form 2-5) is to be presented to vendors as needed.
- Texas state sales tax will not be reimbursed.
- For a copy of the Tax Exemption form and more information go to:
www.uta.edu/policy/procedure/4-16

Tipping

Tipping cannot exceed 20 percent of the total bill. Going over 20 percent (such as when working with caterers and restaurants where 22 percent) is typically charged for large groups must be approved prior to payment and stated in a contract approved by Purchasing.

Legal Department/Contracts

- All contracts must be submitted to the director of procurement services for review and get final approval from the UTA attorney.
- **Contracts/agreements cannot be signed by other UTA personnel or ignored.** The policy can be found at: www.uta.edu/policy/procedure/4-7?hl=contracts
- The team can also help with questions concerning other services and if you are unsure about moving forward with an invoice or company.
- Make sure to incorporate time for getting your approvals. **Approvals can take up to 6 weeks.**
- Deanna Belknap, Associate University Attorney, 817-272-2142, Deanna.belknap@uta.edu
- Mr. Shelby Boseman, University Attorney, 817-272-2142, sboseman@uta.edu

Occasion Forms

An Official Occasion Expense Form must be completed with receipts for any food or beverage purchased with any form of payment. Forms can be found at: <http://www.uta.edu/search/?q=purchasing>

Registration and Event Management Issues

Disability Accommodations

We must provide accommodations for individuals who seek it. If you have questions on how to handle a certain situation please consult with Human Resources and/or Office for Students with Disabilities. Information can be found at: www.uta.edu/hr/ada/

Dietary Accommodations

It is important to ask for any dietary accommodations prior to planning the menu and having a plan of how to match the right need for the right person. You can work with the chef/caterer in providing a number of options. Dietary restrictions can include allergies as well as personal, cultural and religious preferences.

Volunteers

Volunteers may be needed to help with the event. It is important to solicit assistance prior to the event and provide the individual with a role and expectations of that role. Each volunteer should know the what, where, how and who of the event. Put expectations in writing so it is clear to the volunteer and sometimes provide training or a rehearsal prior to the event. *Use the calendar to send out invitations and reminders.* Determine how many volunteers you may need for each task. Following up with a thank you note after the event is always appreciated.

VOLUNTEER

Hazardous Weather

When coordinating an event you must be aware of how to respond to hazardous weather conditions or have alternate plans in case of inclement weather. This information can be found at: www.uta.edu/policy/procedure/7-7

Conflicting Events

It is important to know other events occurring on campus that may impact your event. The university has a campus event calendar that has helpful information.

www.uta.edu/events/main.php?calendar=default&view=week

- Also check local events as they may impact the event you are planning. www.arlington.org/things-to-do/events

Cosmic Calendar

University Center rooms are reserved a year in advance through a process called Cosmic Calendar. To find out more information about this selection process go to: www.uta.edu/search/?q=cosmic+calendar

- To find about rooms, reservations, equipment and process go to: <http://www.uta.edu/campus-ops/uc/plan/department/index.php>



Other Event Planners at UTA

There are a number of individuals on campus whose jobs include coordinating events. Those known by the Dean's Office include:

- UTA Events: Through University Development for Donors, Alumni, President
 - James Bruse, Assistant Director of Special Events
 - jbruse@uta.edu, 817-272-9579
- Engineering
 - Tracey Faulkinbury, Director of Marketing Services, College of Engineering
 - tracey@uta.edu, 817-272-2095

COLLEGE OF
ENGINEERING

Budgets/Finances

Before coordinating any event it is important to talk to your supervisor about the budget for the event and record expenditures. It is also important to work with your supervisor. Some resources to use when keeping records of budgets include:

- www.eventbrite.co.uk/blog/event-budget-planning/
- www.tidyform.com/event-budget-template.html



Online Event Planning Tools

Free Online Event Management Websites

- Eventbrite: www.eventbrite.com
- Eventsbot: www.eventsbot.com
- Eventzilla: www.eventzilla.net
- PlanetReg: www.planetreg.com
- Uticketit: www.uticketit.com

Free Online Scheduling Programs

- Doodle Poll: www.doodle.com
- Meeting Wizard: www.meetingwizard.com
- Sign-up Genius: www.signupgenius.com

Event Management Resources

- Event Manager Blog- www.eventmanagerblog.com/event-budget/
- Event Planner Association- <http://eventplannersassociation.com/blog/>
- Event Planning Guide- <http://guidebook.com/mobile-guides/professional-event-planning-guide-download-free-ebook/>
- Outreach Event Planning Guide- www.outreach.com/Events/Media/OE_EventPlanningGuide.pdf

UTA Contacts

- UTA Administrative Office Information- www.uta.edu/uta/about/administration/offices.php
- UTA Facilities- www.uta.edu/uta/about/facilities.php
- UTA Security- www.uta.edu/safety/
- UTA News Center- www.uta.edu/news/
- UTA Procurement- www.uta.edu/business-affairs/staff/procurement/procurement.php

Dean's Office Events

Legacy Dinner- November 1, 2018, 5pm-9pm

Project Manager: Jillian McFarland

Team: Myalinda (catering and logistics/setup, promo item), Jillian (invitations and publicity, videos, scripts, pictures, pre and post-event communication), Jairo Omana Penaranda (technology), Kristin Box/Janet Palmer (choosing awardees, seating arrangements, check-in table), Trish (Scholarship recipients), Student Workers as needed. **Volunteers needed.**

Dean's Holiday Party- December 5, 2018, 11am-1:30pm

Location: 6th floor meeting rooms.

Project Manager: Myalinda Martinez

Team: Myalinda and student workers.



- Each December the Dean of the College of Business hosts a holiday party for the staff, faculty, student assistants and GTAs/GRAs to attend. This event is a time to relax and enjoy the upcoming holiday season with fellow coworkers.
- Myalinda Martinez (myalinda.martinez@uta.edu or 817-272-5447) in the Dean's Office is the coordinator of the event and will send out invitations and ask for any dietary restrictions a month prior to the event.
- Outside caterer has provided catering. In the past it was Fort Worth Catering and City Kitchen.

Beta Gamma Sigma Induction

Project Manager: Cindy Allen, BGS Support Specialist, 817-272-3893, cwallen@uta.edu

Advisor: Dr. Liliana Nordtvedt (Previous advisor- Dr. Jim Quick)

Fall 2018 Date: November 7th or 14th, 5pm-8pm

Spring 2019 Date: April 24, 2019, 5pm-8pm

Location: University Center Carlisle Suite



Membership Details:

- Beta Gamma Sigma (BGS) is an international honor society recognizing the outstanding academic achievements of students enrolled in collegiate business and management programs accredited by AACSB International - the Association to Advance Collegiate Schools of Business. The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business and personal and professional excellence in the practice of business. With the global expansion of accreditation by AACSB International, membership is no longer limited to those who have studied in the U.S. or Canada.
- Membership in the society is the highest recognition a business student anywhere in the world can receive in a baccalaureate, post-baccalaureate or doctoral program in business.
- UTA College of Business has 3,700 BGS members. Each semester students are invited to join BGS and participate in an induction ceremony.
- To be eligible for membership, the academic ranking of those being considered must place them in the:
 - Upper 7 percent of the junior class
 - Upper 10 percent of the senior class or
 - Upper 20 percent of the graduating master's class (must have completed 18 graduate hours or more at UT Arlington)
- All students who have completed the Ph.D. program in Business Administration at UTA are invited to join BGS

- Each semester after census day, reports are pulled on the entire College of Business to determine the eligible students to be invited to join the society and participate in the induction ceremony.

Commencement- December 15, 2018 and May 11, 2019

Location: College Park Center

Project Manager: Trish Quinones

Team: Becky Neilson, Andrea Yen, Shelly Parker, Jasmine Young, Myalinda Martinez, Jillian McFarland

- UTA Commencement is held twice a year: end of fall semester (December) and end of spring semester (May). The College of Business Grand Marshall is Trish Quinones, Executive Assistant to the Dean.
- University and college specific commencement information can be found at: www.uta.edu/commencement
- College of Business speakers are vetted by the President's office and secured by Director of COB Development and Dean of the College of Business.
- **Volunteers needed.**



Coffee and Tea with the Dean

Location: 633/634, 3:30pm-5pm

Project Manager: Myalinda Martinez

Fall 2018 Dates: September 12, October 17 and November 14

Spring 2019 Dates: January 30, February 20, March 20 and April 24

- Conducted after every Research Incubator Seminar Series Workshop that is scheduled monthly during the semester. This is the time faculty and PhD students can gather and interact with the dean to discuss the workshop as well as brainstorm other research activities. Workshops take place during fall and spring semesters
- All faculty, including Ph.D. students and visiting scholars, are invited to this event. The event always follows the Research Incubator Workshop (which begins at 2:30 p.m.)
- Incubator Research Coordinator: Dr. Mahmut Yasar, Associate Professor, Economics, 817-272-3290, myasar@uta.edu and Dr. Sanjiv Sabherwal, Professor, Finance and Real Estate, 817-272-5520, sabherwal@uta.edu

Business Week- March 25-29, 2019

Project Manager: Greg Frazier

Team: Greg Frazier (faculty classes and schedule), Advisory Council with Kristin Box/Janet Palmer (guest speakers), Jillian (materials, publicity), Jerry Hubbard and Myalinda (Goolsby escorts), Myalinda (refreshments, parking for speakers, gifts), Janis (website, registration, bios), Melanie (corporate speakers)

- Business Week has long been a highlight for the UT Arlington College of Business, a full week set aside to connect faculty and students with business and community leaders.
- Business Week is an ideal way to bring executives to the University campus and for them to become acquainted with a promising new generation of business leaders.
- For students, Business Week is an opportunity to meld theory with application. Guest speakers share their experiences and present case studies from their companies.
- Guest speakers present during regular undergraduate and graduate classes.
- Students not enrolled in these classes may attend the guest speaker presentations, but space is limited.

- Information regarding past schedules and guest speakers can be found at: www.uta.edu/business/bw_history.php
- Business Week timelines, correspondence and publications can be found on the Dean's Office SharePoint site.

Executive Dinner- April 10, 2019, 5pm-9pm

Project Manager: Jillian McFarland

Team: Myalinda Martinez (catering and logistics/setup, promo items, name badges), Jairo Omana Penaranda (technology), Melanie McGee (soliciting corporate tables), Jillian (invitations, publicity, panel or speaker needed and logistics, video taping), Janis Dukes (registration forms), Advisory Council with Kristen Box/Janet Palmer (speaker, interaction with AC, table seating, check-in table), Student Workers as needed. **Volunteers needed**

- The Executive Dinner is after Business Week activities, where a noted business leader is chosen as a speaker to present on the theme of business week at a dinner consisting of local business leaders, Advisory Councilmembers, faculty, staff and students. Table sponsorships in three levels are bought beginning in the fall and many tables are filled with students to network with the attending company representatives.
- Information regarding past schedules and guest speakers can be found at: www.uta.edu/business/exec_dinner.php

Administrative Professional Day- Week of April 22-26, 2019

Project Manager: Myalinda Martinez in the Dean's Office coordinates all components (refreshments, room reservation).

Other events:

- Parent and Family Day- **Volunteers needed**
- Halloween- Department participation needed/wanted
- Homecoming- **Volunteers needed**

Student Engagement Committee

Volunteers needed for the following events:

Lemonade Stand- August 22nd-23rd, 2018

Fall Festival- September 20th

Hot Chocolate Stand- January 22nd-23rd

Spring Fling- March 8th or 9th

