



Student Group Event Guide

This guide is intended to give Student Groups an overview of the event planning process, as well as planning tips and resources.

This is a work in progress, so keep track of additional ideas and resources to be included in future editions.

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1) Special Events: A Introduction

Not every event is a *special* event. While panel discussions, brown bags, conversations over coffee, or meetings with outside individuals are all worthwhile activities, most of these aren't considered special events, and don't warrant the kind of careful planning and execution a special event does.

How do I know if my event could be a "special event"?

When the Wagner Office of Special Events considers whether or not an event generated from the Wagner community should get the "special event treatment," we look at a variety of factors involved. We encourage you to think along these lines, too, as the more special events criteria your student group event meets, the more likely it is that NYU Wagner will be able to find additional resources (staff and otherwise) to make your event what you would like it to be.

Generally, every **special** event should meet *at least three, if not more*, of these conditions:

- 1) Does the event "**partner Wagner with prestige?**" Who?
- 2) Is the event great for Wagner **students?** Why?
- 3) Does the event attract an **undergraduate** audience?
- 4) Does the event build **community** at Wagner? Between whom? (students, alumni, etc.)?
- 5) Does the event position Wagner with **opinion makers/influentials?** If so, who?
- 6) Does the event get Wagner in front of **prospective students?**
- 7) Is the event centered on a **high-profile speaker?** If so, whom?
- 8) Does the event expose Wagner to **funders?** If so, who?
- 9) Does the event get **press/media** coverage? Where?
- 10) Does the event promote Wagner to **elected officials** or **leaders** in a particular field? If so, who?
- 11) Does the event build the **Wagner brand and buzz?** How?
- 12) Does the event generate **revenue** for Wagner?

After reading these (and thinking to yourself which criteria your proposed event fits), you should have some sense of the characteristics a special event should display in the planning stages. Having a grasp of how your event falls into the rubric of a "special event" will help you in requesting further resources from Wagner, NYU, external sponsors and your fellow student groups across the university.

2) Getting Support – financial or otherwise - from NYU Wagner

Luck favors the prepared. Here's what we mean by that:

- 1) Plan **at least** 6-8 weeks in advance. Usually even with that sort of notice, space will be hard to come by at NYU, and speakers may be booked.
- 2) Complete an event proposal along with a preliminary budget (see the Event Proposal Form, Appendix B) to help think through the event, your needs (food, space, AV, publicity, RSVP, etc), your target audience, etc.

3) [Preferably] call a meeting with the Office of Special Events and Alumni Relations (OSEAR), or schedule a phone conversation or have a specific email exchange on your event. Send the event proposal in advance and be prepared to discuss it, how it fits with your group's and NYU Wagner missions, and what the group's expectations of OSEAR are.

The faster you get on OSEAR's radar for an event the more likely it is that we can give you added support and attention.

4) Designate one person from your group to stay in touch with OSEAR, and request things with plenty of advance notice, in the weeks leading up to your event. One to two weeks out develop a "to do" list and discuss it with OSEAR, and parcel out those items as appropriate.

3) A Note about the Rudin Forum

Given that the Rudin Forum is NYU Wagner's biggest venue – and easiest to schedule by NYU standards – this space is in high demand by all parties at NYU Wagner. As such OSEAR has developed a....

NEW RUDIN FORUM RESERVATION POLICY

...which states:

Any student group that reserves Rudin in the evening **is required** to have a conversation with OSEAR **no later than one month** in advance of that reservation.

If a reservation has been made, and no conversation with OSEAR has occurred by the above timeframe, the student group's hold on the Rudin calendar will be released and other individuals in the community will have access to that time.

4) Planning your Event:

The key to a successful event is giving yourself **ample time** to plan and execute your ideas, and get the word out about the event. In addition to considering the following items, you should also investigate where your student groups' interests and other groups' interests coincide – it may be advantageous to join forces on an event. **We here at Wagner want "better, not more" events, and partnering with groups with similar interests can be a way to do so.**

Audience: Who is this for (Wagner students, NYU and Wagner students, alumni, professionals in a particular sector, the general public, etc.)?

Purpose: What is the purpose or concept behind this event? What will the audience members leave the event with?

- Speakers: Who is going to speak at our event? How do we make contact with them? Are they alumni, contacts from professors, professors themselves, or outside experts?
- Timing: When are we planning on hosting this event? Are there classes, other events, etc. that may conflict with it, or prevent folks from attending? Is being planned on or near a holiday (religious or otherwise), winter or spring break, mid term or final exams? If so, will that affect the level of interest in our event?
- Budget: What's our budget for this event? What costs are associated with hosting the event (catering, advertisements, invitations, programs, space or equipment rental)? Is co-sponsorship something to consider, and if so, with whom (another student group, Wagner dept., a NYU student group, the Wagner Alumni Association, an outside organization)? **This guide includes the budget guide (Appendix C), but your group's treasurer (at minimum) must attend the budget training meeting scheduled separately from the events training.**
- Location: Where are we going to host the event (on or off campus)? What size of a room do we anticipate needing? What kind of set up do we need for our event (theater style, roundtable, small discussion, etc.), and what available spaces can accommodate those needs?
- Outreach: How are we going to invite people to this event? Are we sending invitations, and if so, how and to whom? Depending on our intended audience, where should we advertise the event (on Wagner or NYU listservs, in CityLimits, on Idealist.org, on professional association websites, etc.)?
- Staffing: Who is going to staff the event? Do we need an event committee? What event roles need to be filled (room set up, registration and check in, event moderation or mc-ing the discussion, greeting escorting the speakers, room clean up)?

5) Reserving Space for Your Event

As you are aware, the demand on our various conference room spaces, including the Rudin Forum on the 2nd Fl., is very high. This demand has given rise to the need to have organized policies and procedures that govern the fair and considerate use of our spaces at Puck. As such the following information is something we've asked every staff, faculty, and designated student group representative at Wagner to adhere to. Please note that failure to adhere to these policies will result in the revocation of space use privileges.

WHO MAY RESERVE SPACE?

Conference rooms may be reserved via the online calendars by designated student organization representatives. WSA and each student group may designate two students who have permission to reserve space. Reservations made by other persons will be denied.

WHO MAY NOT RESERVE SPACE?

Non-Wagner affiliated NYU departments and/or centers, or external organizations or groups may not reserve space at Wagner. Wagner community members may not reserve conference rooms on behalf of these groups indicated above. Individual students not affiliated with a student group may reserve conference room space for capstone client or cohort meetings, but must do so via individual emailed requests sent to rafael.hernandez@nyu.edu.

Other NYU departments and centers or external organizations may request to **rent** space from Wagner, but must do so through the NYU Wagner's space rental website: <http://wagner.nyu.edu/events/spaceRentals.php>

WHAT CAN CONFERENCE ROOM SPACE BE USED FOR?

Wagner conference room space may be reserved for meetings and events that are being planned by and for members of the Wagner community and their affiliated guests.

APPROPRIATE RESERVATION TIME FRAMES

To maximize space usage, use the following guidelines for your space reservation time frames:

During the work day, conference rooms are to be used as meeting spaces, with each reservation running no more than **approximately two to three hours**.

During the evening, conference rooms may be used as meeting or event spaces. If a space is being reserved for an event, ideally a **reservation should not exceed five hours**, including set up and clean up time.

Should your requested reservation exceed the suggested time frames, these extended reservations are subject to additional review before approval.

Spaces may not be reserved on weekends, or for late Friday nights, without express prior permission of OSEAR and the presence of a full-time Wagner staff person on-site during the **entire** event/meeting itself. Should you desire an off-hours reservation, please note that your group will be required to retain and pay for porter/trash removal services (approx. \$300-\$400), as well as other fees that may apply (i.e. reserving the freight elevators).

HOW TO MAKE A SPACE RESERVATION (AND MINIMIZE QUESTIONS)

Space at Wagner for student groups is reserved using the following 4 conference room space reservation calendars:

- [Wagner Jersey Conference Room, 3rd Fl., Rm. 3040](#) (seats 15)
- [Wagner Mulberry Conference Room, 3rd Fl., Rm. 3072](#) (seats 20)
- [Wagner Lafayette Conference Room, 3rd Fl., Rm. 3066](#) (seats 12)
- [The Rudin Family Forum for Civic Dialogue - 2nd Fl.](#) (choose board room style, theatre style, open reception – seating from 35 to 150)

** PLEASE NOTE: The Rice Conference Room, located on the 2nd Fl. near the Dean's Offices may be used but can't be reserved online. Contact OSEAR for reservations in this space. **

Designated student representatives can access the above online reservation calendars Wagner via the following link: <http://wagner.nyu.edu/current/resources/reserve.php> . Once you've landed on this page:

- 1) **Select the conference room** you would like to reserve from the list of rooms available in the center section of this webpage (*not* from the right-hand navigation options)
- 2) A calendar for that room will pop up in a new window. Click on the **"Add Event"** icon (looks like a grid with a plus sign in the corner) in the upper left corner.
- 3) Complete the form appropriately to request a space reservation. When completing an online space reservation, there is basic information **you must provide** in order to have your reservation considered and approved. One must fill out the following six fields found in the calendar form in the suggested manner:
 - **Event Title:** Start the title of your event with your department/center/unit/group (i.e. UPSA Economic Development event, WSA General Meeting, NPN Workshop, Wagner Review Launch Party), and include a short title. Avoid acronyms that aren't commonly used at Wagner. This title should be appropriate for the printed conference room schedules.
 - **Time and Date:** Allow for adequate time to set up and clean up, and factor that time into your reservation. Reservations for outside of regular office hours/weekends are subject to approval, depending on operational needs.
 - **Description:** Include a description of what the reservation is for. **THIS IS ESPECIALLY IMPORTANT IF YOU'RE RESERVING THE RUDIN FORUM.** Is it a meeting, a discussion, a luncheon, a panel, etc.; what is the focus of the event; who is hosting the meeting/event; and who is the intended audience. For the Rudin Forum, include the space arrangement you would like (theater style, board room style, etc.). Indicate if you'll be using AV or serving food. If you have built setup or clean up time into your reservation, please include the **actual** event duration in the description.
 - **Estimated attendance:** Indicate how many folks you anticipate coming. OSEAR reserves the right to alter your reservation to a size room most suited to your group.
 - **Contact Person: / Contact Email:** Indicate the contact person and contact email for this reservation. This should only be those group representatives that have been designated with room reservation privileges.
 - **Event Change Notification:** List the contact person email address where a reservation confirmation and/or a reservation change will be sent.

Failure to complete the above six fields will result in the rejection of your reservation request.

- 4) Your meeting will be placed in a queue and will not show up on the calendar right away – it has a status of “pending”. However, that time will be blocked and no one else will be able to reserve it unless your request is not approved.
- 5) OSEAR will then review all pending reservations, and approve those completed properly.
- 6) You will receive an email confirming successful reservation of the space when approved.

CHANGING/CANCELLING RESERVATIONS

To cancel or change a reservation, send an email to wagner.events@nyu.edu or contact someone in OSEAR as soon as possible. If you book a room and do not use it without first informing OSEAR, future space requests may not be approved. Also follow the **NEW RUDIN FORUM RESERVATION POLICY**, referenced on page 5.

SPACE USAGE COMMON EXPECTATIONS

Build in Set–Up and Clean–Up Time to your reservation

You are responsible for set-up and clean-up of the room before and after your event or meeting. Please add approximately 15 minutes before the start time and after the anticipated end time of your meeting to allow for set-up and clean-up, and to avoid overlap with another group.

For events, we recommend building in a larger buffer than 15 minutes at the start and end time of your event, depending on the nature and scale of your event.

If you require specialized room set-up, clean-up or other unique arrangements, please contact the OSE with those needs at wagner.events@nyu.edu at least a week in advance of your event or meeting.

Conference Room Clean Up Guide

Before you leave a conference room you’ve reserved and used, complete the following five tasks:

- 1) Trash, leftover food, recycling, extra materials, etc. are placed in the appropriate receptacle/areas.
- 2) Chairs are placed around the table in an orderly fashion and/or room is returned to its original configuration. Chairs that were removed from their original location are returned.
- 3) All surfaces are free of debris, and are wiped clean with paper towels and cleaning solution, which can be found in the blue plastic storage bin labeled “Cleaning Supplies” found in each conference room.
- 4) If applicable, power point projector is turned off and the power point screen is lifted. Laptop computer and cables have been returned to the appropriate cabinet, the cabinet locked, and the key is returned to the front desk.
- 5) Window shades are open and lights are turned off.

What to do with Leftover Food

Should you have extra food leftover from an event or meeting that you would like to share, please place it in the pantry/kitchen area on the second floor. Do not leave food out overnight, as it will attract mice and roaches. For late night leftovers, bring it home or throw it out.

Freight Elevator

The Puck building's freight elevator is available for free from 7 am – 5 pm, M – F, located at 281 Mulberry St. For deliveries that arrive outside of regular operating hours, or for late-night load outs (which may happen in the case of catering equipment), the freight elevator costs **\$400 per usage**, and requires arrangement with the Puck Management company in advance – contact OSE at wagner.events@nyu.edu for more info.

Furniture and Equipment

The chairs, tables, and other equipment that are in the conference rooms may not be removed from those conference rooms without prior approval of OSE. This is especially true of the 3rd Fl. conference rooms.

Guests

Please inform all guests where the restrooms are located so they do not disturb Wagner faculty or staff in offices neighboring the conference rooms. External guests or meeting participants are **NOT** permitted to use computers or telephones in neighboring offices or cubicles to conference room space without prior approval.

Keeping Quiet

Be respectful of staff and faculty who work in the proximity of the conference rooms by minimizing disruptions. Also, please ask your guests to observe these courtesies.

6) Speakers

Inviting them:

Events need content, and usually that content is given by experts, panelists, keynote speakers and the like.

Aim high when thinking of speakers to invite – students underestimate the power of their ask to someone who is a leader in the field. However, it is important to promptly and professionally communicate with speakers or panelists once they have expressed their willingness to volunteer for your event, and to prep them on what you expect them to do at the actual event.

This aspect of speaker communication has been one place where student groups have seriously stumbled, resulting in a poor impression of Wagner students and a less than stellar event. Remember, you are the **leaders** of groups, and represent Wagner in many milieus and with lots of individuals. Be sure to behave as such in all interactions with outside individuals or groups.

Don't forget our Alumni:

Often overlooked as potential panelists for your event, don't forget about the rich resource Wagner alumni are – not only as panel speakers but as resources more generally. Certainly consider inviting past group members who have graduated as panelists, as well. OSEAR can help you identify these folks (with sufficient notice, of course).

Moderators:

Moderators of events usually act as the guiding MC for the event. Don't forget to plan to have one of these, or seriously consider having a student group leader or member moderate the event themselves. It's a great professional development opportunity – and refer to Appendix A: Panel Moderation Guide for assistance.

Speakers - Communicating with them:

To make your life easier, here's are a few sample emails that you can use and repurpose to your event when reaching out to folks and preparing them for their role in your event.

Sample Invitation Outreach Email:

Hi (PANELIST NAME)-

I hope this email finds you well. My name is (YOUR NAME) and I am a part of the (STUDENT GROUP NAME) NYU Wagner student group, whose purpose is to (STUDENT GROUP MISSION).

I'd like to invite you to participate in a (EVENT NAME) on (DATE AND TIME) at the (EVENT LOCATION). We would like to include you on the roster of panelists to discuss (EVENT SUBJECT MATTER). We anticipate an audience of about (ESTIMATED ATTENDANCE NUMBER).

Would you be interested and available? If you would let me know by (RESPONSE DUE DATE), that would be wonderful. In any case, thank you for taking the time on this email, and please let me know if you have any questions.

(You may want to reference the source of the panelists' name in the outreach email, if you think that it would increase the likelihood that they will respond to your request).

Sample follow up email:

(This is follow up to panelists for a Career Panel, however it can apply for other types of events.)

Hello (PANELISTS) -

Thank you again for your willingness to participate in the (NAME OF CAREER PANEL) career panel on (DATE AND TIME) at (LOCATION). The (STUDENT GROUP) members and our fellow students are excited about this event and appreciate your contributions very much.

In preparation for the panel, I wanted to provide you with an agenda for the evening and some more specific questions that we will be asking you. Broadly, the panel agenda should follow the following format:

- 35-45 minutes of facilitated questions and panel discussion
- 15-20 minutes of Q & A
- Informal mingling and conversation time

Regarding your career in **XX**, we'll be asking you the following questions:

- What do you do?
- How did you get your (first) job in **XX**?
- What trends are you seeing in the **XX** world? What do emerging professionals need to know about the workforce they are about to enter?
- What do you think are the useful skills and experiences graduate students in your field should develop?

If there is time for additional discussion, some other issues we're interested in are **XX**.

As has been mentioned before, the event is being held at (**LOCATION, include directions/subways if appropriate**). The panel is scheduled to begin at (**TIME**), and it would be very helpful if you would arrive 10 - 15 minutes beforehand. Finally, I would appreciate you sending me a short bio that I may include in the program that will be distributed at the event.

If there is anything I can do to help you, or if you have any questions, please don't hesitate to contact me. Thank you again for your help with this event. I look forward to meeting you.

7) Getting the Word out:

A well-attended event should be one of your goals – and key to getting folks to an event is getting the word out in as many ways as possible. Consider who you are targeting to be in the audience. Is it a...

WAGNER/NYU AUDIENCE?

If so, promote the event through (bolded elements can be done by OSEAR staff):

- Wagner Calendars (**Alumni, Student Activities, Public**)
- Wagner Listservs
- Wagner Student Association Weekly Event Submission
- Wagner Student Groups
- Wagner Student Group Listservs
- NYU Listservs
- **NYU Calendars**

- NYU Student Groups
- **NYU Today**
- Campus Chapters of Professional Associations
- **Washington Square News**

PUBLIC AUDIENCE?

If so, promote the event through (bolded elements can be done by OSEAR staff):

- **Wagner Public Events Calendar**
- Campus Chapters of Professional Associations, or Professional Associations themselves
- Organizations for whom the topic is particularly relevant or interesting
- **Washington Square News**
- City Limits (www.citylimit.org)
- Idealist-Action without Borders (www.idealists.org)
- Young Nonprofit Professionals Network (www.ynppn.org)
- **Crain's (Health Pulse, etc.)**

THE COVETED ONLINE RSVP

To adequately promote an event, you'll need a web presence in the form of an online RSVP – OSEAR can do this for you with sufficient notice – be sure to complete the proposal form submission to get it on OSEAR's radar as early in the planning process as possible.

A few other marketing tips:

- Make sure that you include the RSVP URL (<http://wagner.nyu.edu/events>) in all outreach.
- Is this timely enough for the press to be attracted to it? If so NYU Wagner's External and Public Affairs staffers can be helpful in writing and disbursing press releases, and otherwise thinking strategically about garnering outside audiences. When planning the event, discuss leveraging these people with OSEAR.

8) Online Wagner and NYU Calendars

There are multiple calendars at Wagner and NYU, which can be used to varying purposes.

Scheduling (where you make room reservations) calendars include:

[Wagner Jersey Conference Room, 3rd Fl., Rm. 3040](#); [Wagner Mulberry Conference Room, 3rd Fl., Rm. 3072](#); [Wagner Lafayette Conference Room, 3rd Fl., Rm. 3066](#), and [The Rudin Family Forum for Civic Dialogue - 2nd Fl.](#)

We've already dealt with scheduling calendars in an earlier section (see *[Reserving Space for Your Event, page 7](#)*) and won't do so again here. Instead, let's focus on the...

PROMOTION/MARKETING CALENDARS:

These calendars include: Wagner Alumni, Wagner Faculty, Wagner Public Events, and Wagner Student Activities. All of these calendars can be found at

<http://wagner.nyu.edu/news/calendars.php>

For events targeting the public, the most important calendar to list events on is the:

Wagner Public Events: <http://events.nyu.edu/?cmd=calmonth&cal=cal91>

This calendar lists every event at Wagner that has a public face, no matter who the planning entity is. Submitted listings on this calendar must be approved by an OSEAR administrator before appearing, and approved listings populate the Wagner Student Activities and the Wagner Alumni calendars. The OSEAR administrator also adds the listed public events to the **NYU Calendar** – and only they can do this.

Also important is the...

Wagner Student Activities: <http://events.nyu.edu/?cmd=calmonth&cal=cal90>

In addition to Wagner Public Events listings placed on this calendar automatically, student groups may also post items directly to this calendar – most likely you will post items like student group member meetings or happy hours or service projects to this calendar.

And the...

Wagner Alumni: <http://events.nyu.edu/?cmd=calmonth&cal=cal87>

In addition to Wagner Public Events listings placed on this calendar automatically, OSE lists alumni-specific programming as well as alumni meetings.

HOW TO MAKE AN EFFECTIVE CALENDAR LISTING

- 1) **Select the calendar** you would like to place your listing in.
- 2) That calendar will pop up in a new window. Click on the **“Add Event”** icon (looks like a grid with a plus sign in the corner) in the upper left corner.
- 3) Complete the form appropriately, and include the following information in the “description” field (which prompts the same info):

- Title of your event
- Brief Event Description
- Date, time and event location
- Names of Sponsoring/Co-sponsoring organizations
- Names of speakers, if applicable

NOTE: You don’t need to include the Wagner RSVP link, as that is automatically appended to your request.

- 4) Your meeting will be placed in a queue and will not show up on the calendar right away – it has a status of “pending”. OSEAR will then review all pending reservations, and approve those completed properly.

9) Preparing for the Event:

Collecting RSVPs:

Collecting RSVPs will assist you in planning the scope of your event and ensure that you have sufficient room and resources.

OSEAR can produce an online RSVP form which can help promote your event, and in planning. Discuss this possibility as early as possible in the event planning process.

When collecting RSVPs, you should ask for information that will make it easy to notify guests of any last minute changes. At the very least, you should collect the following information (these are standard with OSEAR RSVPs):

- First and Last Name
- Email Address
- Status (are they a Wagner student, alumni, guest, etc.)
- Title and Organization

NOTA BENE: Generally expect a 50% drop off in attendance from the RSVP numbers, and plan accordingly.

Producing a Program:

A professional-looking program can add gravitas to your event. A program should generally include:

- Date, time, location and title of event
- Short description of event
- Agenda for the evening, with accompanying times
- Names and titles of any speakers
- Short bios of the participants, if available/appropriate
- Acknowledgment/Thanks for any cosponsoring entities

It may also include:

- Information on upcoming events that may also be of interest
- A description of your student group's mission
- More information about Wagner

Draft a program and submit it to OSEAR no later than one week in advance of your event. We will then "wagnerify" it and make copies of the program for your use.

Audio/Visual Elements:

Projection

All of the four 3rd Fl. conference rooms are equipped with screens, laptop computers and connecting cables (and set-up instructions) for power point presentations in a locked, gray file cabinet. To access this equipment, you can get the cabinet key from the 2nd Fl. registration desk with your student ID. For the Rudin Forum or the Rice Conference Room on the 2nd Fl., you'll need

to contact pcsupport@wagner.nyu.edu at least one week prior to the meeting or event to reserve a laptop and connecting cables for a power point projection use.

If you need a moveable power point projector, or are having difficulty setting up projection in one of the conference rooms, please contact pcsupport@wagner.nyu.edu.

Microphones, Audio Recording, and other Specialized Audio-Visual needs

To arrange for microphones, audio recording, or other specialized Audio-Visual needs, you must contact OSEAR at wagner.events@nyu.edu at least one week prior to the event for which you would like this equipment for. Depending on your AV needs, applicable fees for usage of this equipment may be levied, or you may need to contract with Campus Media.

Managing Check In/Registration:

An organized check-in process for guests will help you manage the flow of the event, and increase the perception of your group's professionalism.

Essential elements to an organized check-in process:

- A logical check-in process, determined prior to the event. Often this is as simple as 1) getting a guest's last name, 2) marking their attendance, 3) giving them a name tag, program or other materials, and 4) directing them to the event location.
- Sufficient number of check-in representatives who understand their responsibilities and how the flow of check-in will work.
- Event Signage: Make sure folks know where the event is being held, especially if it is in a confusing, maze-like location. At the very least, have an event sign by the check-in table. **OSEAR can produce this for you.**
- Check-in Sheet: Evaluate the success of your event by tracking who does and doesn't show up. Have a list of RSVP-ed guests, sorted alphabetically by last name, with an area in each record to mark their presence (you may also want to take this opportunity to verify address or email contact information that you may have on hand.) Also, be sure to write in names of folks who show up who haven't RSVP-ed. **OSEAR can produce these for you.**
- Material Distribution (program or otherwise): Produce as many copies of the program and any materials as the # of guests who have RSVP-ed. If there are multiple items to be distributed, consider preparing folders in which all of the materials can be found ahead of time. **OSEAR can produce this for you.**
- Pens, Sharpie Markers, other Supplies: Determine what you need before hand and have extras available at the check-in desk. **OSEAR can provide this, within reason.**

Other items to consider:

- Coat Check: Depending on the time of year, it may be advantageous for you to arrange for a coat check or another location where guests can feel confident leaving their personal items. Inform guests of the availability of a coat check at check-in, and make sure you have staff or volunteers to manage the area.
- Identify the location of building facilities (bathroom, elevators, etc.) so that you may direct guests appropriately, should questions arise.

Providing Catering:

Given budgetary constraints providing food at events can be very expensive. Please examine carefully if food is necessary to provide at your event.

OSEAR provides student group treasurers (only) with a special list of vendors with whom we have set up NYU Wagner direct charge accounts, which allows you to make arrangements for your events/meetings without needing to pay the vendor later or lay out personal monies. **Please use the vendors from this list rather than set up new accounts, personally pay for items, or encumber charges for services rendered.**

You must have catering delivered to Puck prior to the Freight elevator closing time (or no later than 4:30 on weekdays). Deliveries after this time incur a \$400 overtime fee.

Set up of the Space:

Arrive early to ensure proper event set-up.

- For large events, catering orders should be scheduled to arrive approx. one to two hours before the start of your event. Make sure that you have tables that are designated specifically for any catering, and the phone numbers of your catering contact person should anything be amiss. Food and drink for small events can be set up directly prior to the event start time. **OSEAR has a supply of biodegradable disposable utensils and soda for you to use.**
- Depending on the type of event you are hosting, there are a variety of ways that you can set up a room – theater style, roundtable, small groups, etc. Consider what would be most conducive for your event, and either request that the room be set up in that manner prior to your arrival, or that you have sufficient volunteers to assist you in setting up the room to your preference. **OSEAR will set up the room to your specs ahead of time if possible.**
- Be sure to test out any Audio/Visual equipment at least an hour before your event to ensure that they are functioning properly.
- If the event involves a panel of discussants, at each panelist position have a tent card with the panelist's name and title, and a bottle of water and cup.

Break Down of the Space:

As always, at the conclusion of the event, you should return the space to the condition in which you found it.

- Pick up any trash or materials that have been left behind by guests.
- Rearrange the room to its original set up, if necessary.

10) Following up after the event:

With speakers:

It's always nice to send a **thank you note** to a panelist after an event – it will leave them with a positive impression, and make them more likely to participate in future events (either for your group or another student group). If you have taken photos at the event that a panelist figures prominently, it's always nice to send the panelist a copy.

With OSEAR:

Be sure to return the completed RSVP check in sheet along with your walk-in sheets – we'll enter this information into the database from which it came, and track the individuals who you would likely want to contact for future, similar events.

11) Reflection/Conclusion

Once you've planned and executed an event, don't forget to reflect on your efforts, and see what you could do differently in the future to make the next event even better.

In our many years of planning, we've generally figured out the broad hallmarks of a successful Wagner special event. They generally are:

- 1) On message with the priorities and language of NYU Wagner
- 2) Engages participants in original ways
- 3) Builds community through active involvement
- 4) Incorporates a cultural context
- 5) Creates fun/buzz

Try to make sure that your event incorporates some or all of the above – then you can be truly pleased with your efforts!

Lastly, if after reading all this (and becoming overwhelmed) or when in doubt, just call/email us with questions. OSEAR is:

- Lisa Taylor, Senior Director, Career Services, Special Events and Alumni Relations
lisa.a.taylor@nyu.edu, 212-998-7537
- Michael Cykoski, Events Administrator, michael.cykoski@nyu.edu, 212-998-7484
- Michaella Holden, Alumni Services Administrator, michaella.holden@nyu.edu,
212-998-7522

We're here to help and make sure you are successful, since your activities are such an essential component of the school. Thanks for enriching the life of the community through your hard work and dedication, and please let us know if you have other questions.

12) General Event/Space Resources

For information on the various Wagner Student Groups:

Visit the Wagner Student Association Website at <http://www.wagnerstudents.org>.

For Wagner, Kimmel or other NYU space reservation needs:

- The **Student Project Rooms** are a great place to have small meetings for groups. The WSA regulates use of this space. Information can be found here: wagner.nyu.edu/current/resources/roomReservations.php.
- Registered student groups can book rooms at the **Kimmel Center** for free. <http://www.nyu.edu/kimmel.center/>. For Information on reserving Kimmel: wagner.nyu.edu/current/resources/roomReservations.php.
- You may reserve spaces at other locations on campus, but usually for a fee. See a fairly comprehensive listing at: <http://www.nyu.edu/kimmel.center/reservable-nyurooms.nyu>
- For **Wagner Conference rooms**, including the Rudin Forum: <http://wagner.nyu.edu/current/resources/reserve.php>

*** Only the designated group representatives may make reservation requests in the Wagner Conference Room Calendars. ***

Appendix A: PANEL MODERATION GUIDE

While this section was written specifically geared toward Career Panels, many of the principles hold for other types of events.

1) SET THE STAGE:

Start the discussion within 10 minutes of the advertised start time. At the start of any event, you want to communicate what the audience and the panel can expect for the evening, setting the stage for the discussion. It should go something like this:

a. Introduce yourself.

b. Start with the broad strokes of the sector or arena that the event is concentrating on. For example:

“Healthcare is an incredibly broad sector, with diverse settings and organizations in which we can employ the skills we have learned at Wagner. You can work in a hospital – which can be private or public; you can work in local, state, or federal governmental agencies; you can consult, independently or within an organization – the permutations are endless.”

c. Then, tell the audience what will happen. For example:

“For the next hour (or whatever time frame), we are going to talk to a few alumni who are currently (or who were recently) in the healthcare field to find out their comments and perspectives on their jobs, the field, and what students need to know. We’ll hear some tips and strategies that we as students can make use of while still at Wagner.”

d. Then introduce each panelist, with name, title, employer, and alumni grad year (if appropriate).

2) THE DISCUSSION

Next, move into the panel discussion piece of the evening. Pose the following questions to the panelists, one at a time to all three (or four) of them in a row. This allows each panelist to have some breathing time between speaking, and facilitates conversations between the panelists while they answer the same question (as they may have thoughts or comments on the other panelists’ responses). This piece should take about 45 minutes.

Facilitation Questions (These are the same questions that you have sent to the panelists via email a week ahead of time):

- What do you do?
- How did you get your (first) job in **XX**?

- What trends are you seeing in the **XX** world? What do emerging professionals need to know about the workforce they are about to enter?
- What do you think are the useful skills and experiences graduate students in your field should develop?

Cycle through all four questions, highlighting (if you can or want to) some of the relevant points for a student that a panelist might touch upon (talking to faculty, taking specific classes, relevant group projects or capstone experiences, good work experiences or internships, etc.).

Other lines of inquiry:

You may want to ask the panelist if they could think along any of the following lines when thinking about tips/advice for current students, either in terms of things they did/are doing that were/are particularly helpful to them, or things they wish they did or now want to do:

ACADEMICS:

- Using class assignments to find out more about orgs, people, roles, systems
- Using faculty (assigned advisors or others) who have research/practical experience in your area of interest
- Classes that were particularly helpful, in or out of your specialization, including capstone if appropriate

STUDENT GROUPS:

- Opportunities to come together around common themes/interests
- Exhibit leadership roles

WORK EXPERIENCE:

- Full-time, part-time, paid or unpaid: internship or work experience while in school that was really helpful in giving you a leg up/understanding of the field
- Specialized work skills students may need to know about - i.e. language skills, etc.

READINGS IN YOUR FIELD:

- Daily, weekly, monthly publications/newspapers that are of particular relevance

NETWORKING AND PROFESSIONAL ASSOCIATIONS

- Joining any, particularly helpful associations

OFFICE OF CAREER SERVICES:

- Taking advantage of one-on-one coaching and planning sessions, workshops, resume/cover letter review, interviewing, etc.

REASSESSMENT:

- Checking in periodically to see if still committed to earlier goals

Question and Answer Period

Take about 15-20 Minutes of questions from the audience, including any “planted” ones.

c) CLOSE THE EVENT

Thank the panelists for participating, highlight some of the relevant points for students, state how enlightening or enjoyable it's been, present to them any thank-you tokens, and encourage some informal networking in the remaining time.

Appendix B

B. EVENT PROPOSAL/CO-SPONSORSHIP FORM

Submit this form **no less than 6 – 8 weeks** in advance of the proposed event to Lisa A. Taylor, Senior Director, Career Services, Special Events and Alumni Relations, 295 Lafayette Street, Room 2123; lisa.a.taylor@nyu.edu; Fax: 212-995-4165

Group representatives will be responsible for staffing the event, including set-up and clean-up, meet/greet and sign-in, as well as ensuring minimum required student/alumni participation.

(i)

TITLE OF EVENT: _____ VENUE: _____

DATE OF EVENT: _____ TIME OF EVENT: _____ - _____ NUMBER OF ATTENDEES: _____
FROM TO

SPONSORING GROUP: _____

GROUP LEADERSHIP: _____ ()
LAST NAME FIRST NAME PHONE EMAIL

DAY TO DAY EVENT CONTACT: _____
LAST NAME FIRST NAME PHONE EMAIL

TOTAL BUDGET: \$ _____ GUARANTEED MINIMUM # OF STUDENT AND/OR ALUMNI ATTENDEES: _____

OTHER CO-SPONSORING DEPTS./ORGANIZATIONS?: _____

DESCRIBE THE PURPOSE AND EXPECTED OUTCOME OF THE EVENT:

(As a result of this event, attendees will...) _____

PROPOSED TIME-LINE OF EVENT

SET UP BEGINS: _____ : _____ DOORS OPEN: _____ : _____ GUESTS ARRIVE: _____ : _____ PROGRAM BEGINS: _____ : _____
PROGRAM ENDS: _____ : _____ GUESTS DEPART: _____ : _____ CLEAN UP CONCLUDES _____ : _____
NOTES: _____

TYPE OF EVENT/ELEMENTS OF EVENT (CHECK ALL THAT APPLY)

THIS EVENT WILL INCLUDE THE FOLLOWING ELEMENTS...

- | | |
|---|--|
| <input type="checkbox"/> One speaker addressing audience | <input type="checkbox"/> Question and Answer Period |
| <input type="checkbox"/> Panel discussion with multiple panelists | <input type="checkbox"/> Pre or Post Reception |
| <input type="checkbox"/> Power Point Presentation(s) | <input type="checkbox"/> Book Signing |
| <input type="checkbox"/> Roundtable Discussion | <input type="checkbox"/> Professional networking |
| <input type="checkbox"/> Moderator | <input type="checkbox"/> Purely social interaction |
| <input type="checkbox"/> Debate | <input type="checkbox"/> Interactive elements (not already listed) |
| <input type="checkbox"/> Other (Please describe): _____ | |

GENERAL (CHECK ALL THAT APPLY)

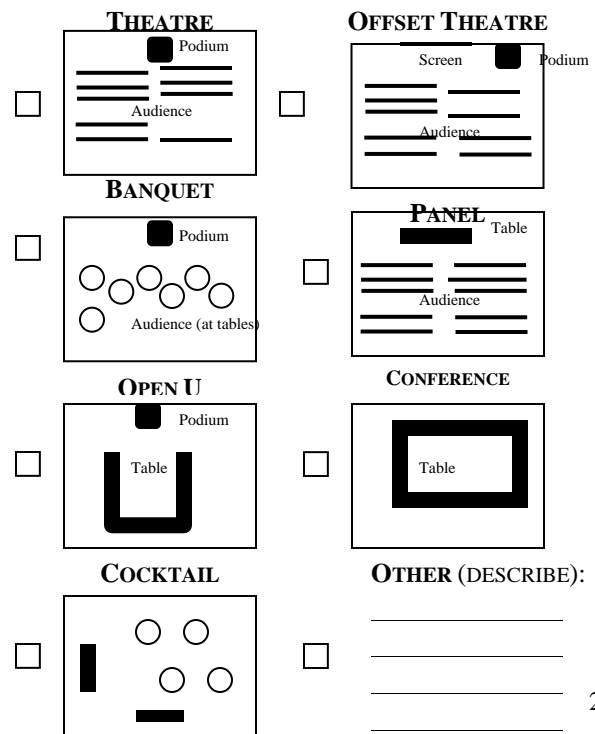
WE WOULD LIKE TO.....

- | | | |
|---|--|--|
| <input type="checkbox"/> Invite Wagner students | <input type="checkbox"/> Market the event in online publications | |
| <input type="checkbox"/> Invite Wagner alumni | <input type="checkbox"/> Market the event in print publications | |
| <input type="checkbox"/> Invite members of the NYU community | <input type="checkbox"/> Provide food/beverages <input type="checkbox"/> Provide alcohol | |
| <input type="checkbox"/> Invite professionals in a particular sector/industry
Which sector(s)? _____ | <input type="checkbox"/> Produce attendee name tags | |
| <input type="checkbox"/> Invite the general public | <input type="checkbox"/> Provide a printed program to audience | |
| <input type="checkbox"/> Invite members of the press | <input type="checkbox"/> Have a check-in/registration table | |
| <input type="checkbox"/> Design and mail print invitations | <input type="checkbox"/> To audiotape the event for later podcasting.* | |
| <input type="checkbox"/> Email invitations | <input type="checkbox"/> To videotape the event for later distribution.* | |
| <input type="checkbox"/> Take online RSVPs | <i>*If you have marked "yes" on either of the above 2 options, you MUST get prior written permission of the panelists to do so.</i> | |
| <input type="checkbox"/> Produce/distribute a press release | | |

ROOM/AV SET-UP & NEEDS (CHECK ALL THAT APPLY)

WE ANTICIPATE NEEDING

- | | | |
|---|--|--|
| <input type="checkbox"/> AUDIENCE CHAIRS | <input type="checkbox"/> PANEL CHAIRS | <input type="checkbox"/> PANEL TABLE |
| <input type="checkbox"/> STAGE | <input type="checkbox"/> PODIUM | <input type="checkbox"/> TABLE TENTS |
| <input type="checkbox"/> SPEAKER WATERS | <input type="checkbox"/> TABLECLOTH(S) | <input type="checkbox"/> EASELS |
| <input type="checkbox"/> FLIPCHARTS | <input type="checkbox"/> FLOWERS | <input type="checkbox"/> TALL COCKTAIL TABLES |
| <input type="checkbox"/> BUFFET TABLE(S) | <input type="checkbox"/> A BAR | <input type="checkbox"/> BANQUET TABLE(S) W/CHAIRS |
| <input type="checkbox"/> LINENS | <input type="checkbox"/> MICROPHONES --- HOW MANY? _____ | |
| WHAT TYPE? <input type="checkbox"/> ON THE PODIUM <input type="checkbox"/> ON THE PANEL TABLE | | |
| <input type="checkbox"/> IN AUDIENCE <input type="checkbox"/> ON SPEAKER LAPEL(S) | | |
| <input type="checkbox"/> OTHER | | |
| <input type="checkbox"/> POWER POINT PROJECTOR | <input type="checkbox"/> POWER POINT SCREEN | |
| <input type="checkbox"/> CD PLAYER | <input type="checkbox"/> VCR /VHS PLAYER | <input type="checkbox"/> DVD PLAYER |
| <input type="checkbox"/> A "MULT." BOX (FOR MEDIA) | <input type="checkbox"/> CABLE TELEVISION | |



SAMPLE BUDGET

BUDGET ITEM	PER ITEM COST	# OF ITEMS	TOTAL COST
PRINTED INVITE			
POSTAGE			
SPACE RENTAL			
CATERING			
ALCOHOL			
SPEAKER GIFTS			
AUDIO/VISUAL			
GIVEAWAYS			
PROGRAM/MATERIALS			
FLOWERS			
MUSIC/BAND			
PHOTOGRAPHERS			
DECORATIONS			
MISCELLANEOUS			
TOTAL			
STUDENT GROUP/WAA SHARE			
CO-SPONSORS' SHARE			
PROPOSED WAGNER SHARE			

Appendix C

WSA 2009-2010 Expense Reimbursement & Vendor Payment Process

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Please Note

- WSA Treasurer: Luke Heinkel, ldh255@nyu.edu.
- Only the Treasurers of an organization can submit expense reimbursement forms to the WSA Treasurer. The organization’s Treasurer will submit reimbursements on behalf of any member of an organization.
- Only members of student groups can be reimbursed for student group related expenses. **Non-U. S. citizens should not spend monies on behalf of student groups due to extensive home country income tax laws applicable to reimbursements.**

Process for Reimbursing Students

- a) All student reimbursements will be processed on the “Student Expense Reimbursement Form” EXP 2000S. You can find a PDF writable version of this form here, **HAND WRITTEN FORMS WILL NOT BE ACCEPTED:**

<http://www.nyu.edu/financial.services/cdv/pdf/EXP2000S.pdf>
- b) Students requesting reimbursement must complete this form in full, and submit completed form and original valid receipts to the student group Treasurer (see page 3 for valid receipt guidelines).
- c) For credit card or check reimbursements, the student payee must also include a copy of their credit card or bank statement with the valid original receipts and reimbursement form.
- d) Each student group Treasurer will review forms for accuracy, validity of receipt/expense, as well as availability of funds. The Treasurer must then “approve” each request by signing and dating each original form at the bottom left-hand area of the page, below the form grid. WSA expects that each student group track expenses and manage their budget.
- e) Treasurers then submit the signed original reimbursement/payment form, one (1) copy per account code used (explained below) of the signed reimbursement/payment form, the original receipts, and one (1) copy of the receipts **in a sealed envelope** to the box outside of the WSA Office Rm. 3103 on the 3rd Fl. of Puck labeled “Forms for Luke”
 - a. It is recommended that Treasurers make an additional copy of the reimbursement/payment forms and receipts for the group’s own records.

- f) Luke will review the forms and reconcile the expenses with each group’s budget and the Contingency Fund Requests, and submit the completed forms to OSEAR for approval and submission to NYU’s Account’s Payable Office (AP).
- g) Once submitted to AP, the payee can expect a mailed payment within 30 days.

Completing The Student Reimbursement Form (See Sample 1, on the website)

Please note on Sample 1 that all highlighted information is always the same.

- In the Payee Information section, the Payee is the student requesting reimbursement.
 - Complete this section with the payee’s personal information, including the mailing address to which the reimbursement check will be mailed.
 - In section #4, put “Wagner Events”.
 - In section #5, enter your NYU Student ID N-number
 - In section #6 “Contact Person”, put the name “Mike Cykoski” and the number x87484.
 - **Do not** check the “Cash Reimbursement” box.
- In the Expense/Account Details section:
 - In the “Expense Type” put a one word description of the expense (i.e. “Gift”).
 - In the “Amount” field, insert the amount of the expense.
 - In the “Account” field, put the appropriate code from the following list:

Alcoholic Beverages	65183
Awards, Prizes and Gifts	65140
Campus Media Costs	63108
Consulting Expense/ Professional Services	60455
Convention Registration	65170
Dinner & Meeting Expense	65182
Duplicating & Printing	63109
Music & Flowers	63296
Office Supplies	63110
Photo Bureau Requests	65115
Postage	63120
Space Rental	65310
Travel Local (Taxi, Bus, Subway, etc.)	65550

- In the “Fund” field, put “10”.
- In the “Org/Dept”, put “45190”.
- In the “Program” field:
 - For funding from the organization’s discretionary budget, put “SC020”.
 - These funds cannot be used for Alcoholic Beverages (Account #65183).
 - For funding from the Contingency Fund, put “M5010”
 - All contingency funding needs to be preapproved through the WSA Contingency Fund Request Process.
- Leave the “Project” field blank.
- Add up the expenses in the “Amount” field.
- Write the total amount of the reimbursement in words in Field #11.
- In Field #12, include a description of the expense in the following format:
 - [Date of Event/Expense], [Organization Name], [Name of Event],
 - Ex. “9/11/09, IPSA Kick-Off Meeting Catering.”
- In the “Signatures/Approvals” section,

- The “Signature of the Payee”, the “Email Address of the Payee”, and the “Tel. Number” fields are that of the student requesting reimbursement.
- In the “Name of Approver” field, put the name “Lisa Taylor”. Leave the “Signature of Approver” field blank.
- Leave the “Payee Authorizing Another Person to Pick Up Petty Cash” field blank.
- Leave “Name of Person to Pick Up Petty Cash” field blank.
- Beneath this section, the Treasurer should sign and date the form indicating his/her approval of the submitted expense.

Valid Receipts

All reimbursements must be accompanied by a valid receipt. A valid receipt, as defined by New York University Student Council Budget Manual is:

1. Original receipts.
2. Receipt must have store name and address. Students may write this in if it is not pre-printed on the receipt.
3. Receipts must be itemized indicating what was purchased. Receipts that are not itemized can not be processed.

You can find the New York University Student Council Budget Manual here:

- <http://www.nyu.edu/student-affairs/student.council/pdf/0910council.pdf>

Payment to Vendors

For situations when a group has used a vendor for an expense or service, the request to pay said vendor will be submitted using the "Business Payment Form". In these circumstances, while no member of any organization has spent any of their own personal money, the Treasurer still needs to complete this form. You can find a writable version of this form here:

<http://www.nyu.edu/financial.services/cdv/pdf/bus5000.pdf>

HAND WRITTEN FORMS WILL NOT BE ACCEPTED.

Please Note:

- * OSEAR provides student group treasurers (only) with a special list of vendors with whom we have set up NYU Wagner direct charge accounts, which allows you to make arrangements for your events/meetings without needing to pay the vendor later or lay out personal monies. **Please use the vendors from this list rather than set up new accounts, personally pay for items, or engender charges for services rendered.**
- Certain NYU internal vendors don't require payment, including most importantly the Kimmel Center. Instead, these vendors directly bill the proper NYU account number. In these cases, the proper account number is essential. If you are reserving space or ordering any services from Kimmel (Catering, AV), please be sure that Luke is copied in all correspondence ldh255@nyu.edu.

Completing the Business Payment Form (BP) (See Sample 2, on the website)

(Please note on Sample 2 that all highlighted information is always the same)

- In the Payee Information section, the Payee is the Vendor.
 - In sections #1, #2, and #3, put the information for the vendor in these fields. Please provide the complete business name of the Vendor, including suffixes such as “Inc.” “Ltd.” etc.
 - In section #4, put “Wagner Events”.
 - In sections #5 and #6, **DO NOT** check the “Yes” buttons.

- In the Expense/Account Details section:
 - In the “Invoice Number” field, insert the Vendor’s invoice number.
 - All submitted BP forms must have an accompanied Invoice and number—AP cannot pay bills without INVOICE written on the bill.
 - In the “Dept Process Date” field, put the date of the event.
 - In the “Amount” field, insert the amount of the expense.
 - In the “Account” field, put the appropriate code from the following list:

Alcoholic Beverages	65183
Awards, Prizes and Gifts	65140
Campus Media Costs	63108
Consulting Expense/ Professional Services	60455
Convention Registration	65170
Dinner & Meeting Expense	65182
Duplicating & Printing	63109
Music & Flowers	63296
Office Supplies	63110
Photo Bureau Requests	65115
Postage	63120
Space Rental	65310
Travel Local (Taxi, Bus, Subway, etc.)	65550

- In the “Fund” field, put “10”.
- In the “Org/Dept”, put “45190”.
- In the “Program” field:
 - For funding from the organization’s discretionary budget, put “SC020”.
 - For funding from the Contingency Fund, put “M5010”
 - All discretionary funding needed to be preapproved through the Contingency Fund Request Process
- Leave the “Project” field blank.
- Add up the expenses in the “Amount” Field
- Write the total amount of the reimbursement in words in Field #11.
- In Field #12, include a description of the expense in the following format:
 - [Date of Event/Expense], [Organization Name], [Name of Event], [Additional Descriptive Information]
 - Ex. “9/11/09, IPSA Kick-Off Meeting Catering.”

- In the “Signatures/Approvals” section,

- The contact person is the Treasurer. Insert the name, email address, and telephone number of the Treasurer in the respective fields.
- In the “Name of Approver” field, put the name “Lisa Taylor”. Leave the “Signature of Approver” field blank.

Questions?

Should you have any questions on the above instructions, please first contact Luke Heinkel, at ldh255@nyu.edu.