



SILC Programming Manual

2023-2024

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Idea/Strategy

Type of Event _____

Theme Ideas _____

Event Title _____

Date of Event _____ Time _____ Location _____

Expected Attendance: Students Faculty/Staff Community Other _____

of Participants: _____

of Volunteers: _____

Sponsor (Organization/Committee): _____

Person(s) Responsible: _____ Person(s) Contact Info: _____

Co-sponsor(?): _____

Description of Event: _____

Entertainment Options: _____

Potential Performer(s)/Presenter(s): _____



Logistics

Objective:(list one measurable goal/outcome

Budget

- Review previous year's budget
- Consider Co-Sponsoring
- Create Estimated Budget

Possible Expenses:

- Decorations: _____
- Entertainment: _____
- Hospitality: _____
- Transportation: _____
- Lodging: _____
- Catering: _____
- Tech Services: _____
- Publicity: _____
- Thank You's: _____
- Security: _____
- Parking: _____
- Facilities: _____
- Other: _____

Budget Total(i.e. wristbands, door prizes, ticket printing, equipment rentals)

Total Estimate: _____

Actual Total: _____

Scheduling & Set-Up

For all events, the following must be considered:

- Consult Event Services and University master calendars to determine which dates are available
- Request input from the USUSA Programming Board if needed
- Contact appropriate scheduling entity (below) to reserve space & date

For events outside TSC: (including green space, field house, stadium/spectrum)

For any event outside of the TSC, facilities meets every Wednesday at 10:30am in the Senate Chambers. This meeting will include nearly every campus entity that you will need to work with. Plan on attending this meeting 5 weeks before your event. In this meeting you will need to:

- Determine set-up and technical requirements (chairs/tables/electricity)
- Meet with your advisor to determine whether police/security is needed
- Meet with your advisor to discuss any questions or issues that need to be addressed with the fire marshal
- Meet with your advisor to determine whether parking, sidewalk or loading permits are necessary

Parking & Transportation 797-3480

- If an event may impact Logan City traffic, a meeting with city officials may be required (i.e. street painting, parades)

Digging Permits

- Meet with your advisor to determine whether a digging permit is necessary (examples: blow-up toys, signs, tents)
- Complete an *Application for Digging Permit* and fax it to Facilities Planning, <https://eventservices.usu.edu/files/pdf-files/DiggingPermit.pdf> 797-3888

For events in TSC:

- Complete details for the event on <https://scheduling.usu.edu/> (AT LEAST 2 WEEKS PRIOR TO EVENT)
- Be available to attend the weekly TSC Scheduling Meeting if needed (3:00 PM Tuesday, TSC 225b)
- If you will need to park any vehicles at the TSC loading dock you must do two things: First email Amy with event services, amy.rasmussen@usu.edu, tell her when you will need to use the dock, both unloading and loading. Once that is approved contact parking to obtain an A5 permit to park the vehicle in the service parking during the event.

Scheduling Contacts:

Taggart Student Center: reagan.jones@usu.edu 797-0730
Daines Performance Hall: sara.grove@usu.edu 797-3040
Events outside TSC: <http://eventservices.usu.edu/> 797-2995
Fieldhouse/Green Space (Tyrel Crane): tyrel.crane@usu.edu
797-7218 Classrooms: rooms@usu.edu

TSC Room Occupancy (seated theater style) Quick Reference:

Big Blue Room	114
Sunburst Lounge	400
International Lounge	300
Sunburst/Intern'l	800
Ballroom	1000
Skyroom	200
Daines Performance Hall	1600
Spectrum	10500

Catering/Food

If food will be served, the following must be considered:

- Contact Event Services (AT LEAST 2 WEEKS PRIOR TO EVENT) Be sure to say you are from USUSA to receive a 15% discount
 - o TSC 232, 797-3398 or 797-1707
- Complete a Dining & Food Service *Donation Request Form* if necessary
- Obtain a Temporary Food Handler's Permit through the Bear River Health Department if required (787-4930)

PLEASE NOTE: any outside food needs to be approved by your Advisor & the Director of Dining and Food Services. Refer to the TSC Policy Manual for additional information.

If drinks will be served, the following must be considered:

- Contact Event Services (AT LEAST 2 WEEKS PRIOR TO EVENT)
TSC 232, 797-3398 or 797-1707
ONLY (and we mean ONLY) Pepsi products are to be distributed, even if product is given away.
- Complete a USUSA Pepsi *Request Form* if necessary

Commonly Used Pepsi Products

Pepsi	Aquafina (regular or flavored)
Diet Pepsi	SoBe Lifewater
Sierra Mist	Rockstar Energy Drinks
Dr. Pepper	Amp Energy Drinks
Naked Juice	Gatorade

PLEASE NOTE: This is a shortened list of approved Pepsi products. If you wish to have a complete list, please see your advisor BEFORE product is ordered and/or distributed

Physical Tickets

- Arrange for printing and distribution by calling the USU Ticket Office in the Spectrum, 797-0304 (AT LEAST 6 WEEKS PRIOR TO EVENT). A \$50.00 Set-up charge & a \$1.00 per ticket charge will apply.
- Meet with Ticket Manager to provide them with all details of event (Day, Time, Location, Price)
- Order complimentary tickets which can be used for promotion for students, staff, faculty, alumni, etc.
- Tickets available for sale (AT LEAST 2 WEEKS PRIOR TO EVENT)
- If tickets will be sold at the door, contact the SILC for assistance
- If tickets will be sold in the SILC, please let the staff know
- Provide the TSC Ticket office details of all major events

Electronic Tickets via <https://studenttickets.usu.edu>

Contact Spencer Bitner
Have the following details:
First day of distribution
Maximum allowed attendance
Instructions for attendees

If you use electronic tickets via <https://studenttickets.usu.edu> you will need to have card swipe machines at your event. To set these up ask your advisor.



Entertainment

Contracts

- Schedule appropriate venue following the guidelines set forth above
- Students are authorized to make initial contract with performers and agents. They may discuss terms of an agreement and price but CAN NOT make any formal offers
- Once agreeable terms are made review them with your advisor
- If the advisor approves the agreement contact the artist or agent to complete the contract information sheet provided (AT LEAST 4 WEEKS PRIOR TO EVENT)
- Submit completed form to the programming advisor to draft a contract and send it to artist or agent
- After performer has returned a signed contract (AT LEAST 2 WEEKS PRIOR TO EVENT), your advisor will process the contract through the university purchasing department. (no one other than approved purchasing employees are authorized to sign contracts under any circumstances)
- Make sure the performer/agent/vendor has completed the necessary paperwork BEFORE the start of the event

Equipment/Technical Rider

- After a performer is contracted, obtain a copy of the rider
- Submit technical riders to Event Services (AT LEAST 2 WEEKS PRIOR TO EVENT) **for larger events, 4 weeks may be required to insure equipment is available**
- Contact a production company (i.e. Magic Productions) if sound and light requirements are beyond the capabilities of the Event Services technical staff
- Plan to attend the weekly TSC scheduling meeting the week prior to your event.

Travel

- Before a contract is fully executed for a particular performer, determine what type of travel may be required for USU to arrange (AT LEAST 4 WEEKS PRIOR TO EVENT)
(We typically do not arrange complete itineraries for performers)
 - o Airfare?
 - o Pick-up from airport?
 - o Mileage?
- If a performer requests an airport pick-up, complete the following:
 - o Reserve a vehicle from motor pool (driver must watch driver safety video)
 - o Begin completing a travel authorization packet with Business Services
 - o The Airport Shuttle is also an option for transportation

Lodging

- Refer to contract & rider for specific lodging requests (AT LEAST 4 WEEKS PRIOR TO EVENT)
- Contact the University Inn (797-0017) to make reservations
- If performer requests off-campus accommodations, contact your advisor so they can make the reservation for you. DO NOT USE A P-CARD FOR HOTEL ROOMS OFF CAMPUS

Hospitality

- Arrange for any hospitality requests indicated in the contract (AT LEAST 2 WEEKS PRIOR TO EVENT)
- Schedule a room for hospitality for larger events for all performers stocked with snacks and drinks



Publicity

Advertising Timeline

6 weeks	Submit Design Request form to USUSA PR Director and begin the design
4 weeks	Finalize event details with advisor and contact printing company with preliminary order
2 weeks	Tickets on Sale
2-3 weeks	Submit final order to printing company All advertising distributed Reserve wire banner and table (if applicable) Put event info on calendars
1 week	Contact all media and social media outlets Change-up, add to existing advertising Contact the Statesman about covering the event Email volunteers (if applicable)
Day of	“Today” signs up!

Public Relations Request

- Complete a Design Request Online <https://www.usu.edu/involvement/student-association/resources>
- Complete the form as thoroughly as possible (include theme, colors, styles)
- Submit request AT LEAST EIGHT WEEKS PRIOR TO WHEN YOU NEED IT
- Be available to review and approve all designs on SLACK
- All designs MUST be approved by PR and Marketing BEFORE printing
- All advertising MUST have the Utah State Logo

Type(s) of Advertising: These will be listed on order form

- | | | |
|-------------------------------------|---|--|
| <input type="checkbox"/> Posters | <input type="checkbox"/> Table Tents | <input type="checkbox"/> Wire Banner |
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Radio Ads | <input type="checkbox"/> A-TV |
| <input type="checkbox"/> T-Shirts | <input type="checkbox"/> Statesmen Ad/Press Release | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Backburner | <input type="checkbox"/> UpFront | <input type="checkbox"/> USUSA Website |
| <input type="checkbox"/> Marquee | <input type="checkbox"/> Display Cases/Boards | |

Aggie Radio

- Contact Nathan Laurson to assist you with radio ads (depending on the station, radio ads do cost money so be careful not to over commit to a large amount of ads)
(AT LEAST 8 WEEKS PRIOR TO EVENT)

Design Room

- Sign-in to the USUSA Design Room in the SILC (large markers are available for your use; ID Required)
- CLEAN UP AFTER YOURSELF AND REMEMBER TO RECYCLE!!!
- ABSOLUTLY NO PAINT IS ALLOWED IN THE TSC!!!

Distribution Plan

- Create a “plan of attack” including
 - o Who
 - o Where
 - o How Many
 - o Deadline(s)

Statesman-Backburner, etc.

- Send an email to studentmedia@usu.edu with “Backburner” in the subject line.
- Give the name, date, time and location of the event and describe the event in 30 words or less. Make sure to do this a week or so in advance.
- This will be published in the Statesman released within a couple of days or on the day of the event. Sometimes there is too much going on to get your event in the paper, so use a lot of other ways to advertise!
- Call the Statesman (435-797-7115) before the event and find out if they can write an article to promote the event or cover the event and then write about it.

Aggie-TV

- Contact Journalism Department: 435-797-3292

Table tents in dining areas

- Talk to dining services: 435-797-1947

Digital Screens on Campus

- <https://ds.usu.edu>



Volunteers

Committee Responsibilities

- Create your committees EARLY
- Teach your committee members proper procedures (you are ultimately responsible for their actions)
- Designate committee members who can use your P-Card
- Delegate, delegate, delegate
- Assign specific duties to committee members, such as:
 - Scheduling
 - Catering/Food/Hospitality
 - Equipment/Technical
 - Tickets
 - Contracting
 - Load-in, load-out
 - Publicity
- Celebrate as much as you can!

Volunteer Recruitment Plan

- Create a volunteer recruitment plan if you need additional help, especially for large events
- Execute the plan in a timely fashion to insure a high commitment level from your volunteers

Volunteer Training

- During volunteer recruitment, provide dates & times of training dates
- Provide opportunities for “teachable moments”
- Be very specific
- Include outside stakeholders if necessary



Event

Timeline of Event

- Create a timeline for the entire event, that may include:
 - Set-up (day before & day of)
 - Load-In (production & tech)
 - Arrival time for performers, chairs, volunteers)
 - Sound check(s)
 - Start time
 - Building checks (including bathrooms and overall cleanliness)
 - Performance times
 - End time
 - Clean-up

Event Signage

- Create visible & professional signage which may include:
 - No Exit
 - Entry Only
 - No Re-entry
 - Schedule of performances
 - Directions to rooms
 - Emergency Exit Only
 - Parking
 - Entrance
 - Exit
 - Room signs
 - Ticket information
- Complete all signage BEFORE day of



Clean-Up

Take down, Load Out & Clean Up

- Plan how many volunteers will be needed
- Make sure volunteers understand are expected to help take down, load out, & clean up
- Coordinate with production & tech how many are needed to take down and load out
- Make it fun!!!
- Coordinate with TSC staff on their needs, such as:
 - o Gum scrapping
 - o Vacuuming/mopping
 - o Chairs
 - o Stage
 - o Dance floor
 - o Trash/recycling

Removal of Publicity

- Remove as much advertising as possible
- Coordinate with committee members and volunteers to remove advertising campus-wide within three days of the event



Assessment

Evaluation Meeting

- Schedule an evaluation meeting with your advisor, programming board members, & essential committee members (NO MORE THAN 2 WEEKS AFTER THE EVENT)
- Post-Event Assessment Form [HERE](#)
- Take detailed and organized minutes
- CELEBRATE with your committee members
- Send thank you notes (within the week) to key stakeholders
- Complete required Dashboard Forms
- Create a folder in box with all necessary paperwork, budget, contracts, copies of receipts and the minutes from the evaluation meeting

Suggested Timeline

Eight Weeks

- Meet with Ticket Manager
- Begin the “bid” process
- Submit Design Request form to USUSA PR Director
- Arrange for radio ads if necessary

Four Weeks

- Meet with facilities WITH advisor present (for events outside TSC)
- Complete contract & rider and send to performer
- Contact printing company with preliminary order
- Arrange for hotel rooms
- Complete event details on <http://scheduling.usu.edu>

Two –Three Weeks

- Submit final order to printing company
- All advertising distributed
- Arrange and/or confirm travel for performer

Two Weeks

- Order Food & Drink from USU Catering
- Arrange for Card Readers
- Contracts are returned, reviewed & processed, submitted for payment
- Submit Technical Riders to TSC staff
- Arrange for hospitality
- Schedule evaluation meeting
- Tickets on sale

One Week

- Arrange for Cash Boxes
- Arrange for parking passes/sidewalk permits
- Change-up, add to existing advertising
- Attending TSC scheduling meeting to go over the event

Event Programming Checklist

Initial Meeting:

- Plan event type, theme and title
- Consult master calendar to determine available dates for the event
- Decide on date, time and location
- Estimate a count for attendance (including participant, volunteers, etc.)
- Decide who is responsible and who possible stakeholders are
- Make a list of possible co-sponsors
- Go through possible expenses
- Review previous year's budget
- Estimate budget
- Think about potential entertainment, performers and/or presenters

As soon as possible:

- Contract with performers or outside production
- If necessary contact risk management for approval
- Contact the appropriate scheduling entity
- Consider any parking needs
- If the event will impact Logan City traffic, you may need to meet with city officials
- Meet with an advisor to determine whether a digging permit will be needed
- Designate committee members who can use your P-Card
- Assign specific duties to committee members
- Create a volunteer recruitment plan if you need additional help and execute in timely fashion
- Create event specific timeline using the "suggested timeline"

8 Weeks Prior:

- Submit Design request form to USUSA PR Director 9 weeks prior:
 - Obtain request from SILC
 - Complete the form as thoroughly as possible
 - Be available to review and approve all designs
 - All designs MUST be approved by PR and Marketing BEFORE printing
 - All advertising MUST have the USUSA & USU logo
- Arrange for printing and distribution of tickets by calling the USU Ticket Office 797-0304
 - Meet with Ticket Manager to provide them with all details of event
 - Order complimentary tickets which can be used for promotion for students, staff, etc.
- Begin the "bid" process for advertising
- Begin contract process - Student authorized to make initial contract with performers and discuss terms of agreement and price but cannot make formal offer
- Once agreeable terms for the contract are made, review them with you advisor

4 Weeks Prior:

- If your advisor has approved your contract terms, complete the contract info sheet
- Before a contract is fully executed for performer, determine type of travel required
 - Consider airfare, pick-up and mileage
 - If performer requests an airport pick-up, complete the following:
 - o Reserve a vehicle from motor pool
 - o Begin completing a travel authorization packet with Kristin Johnson
 - o Also consider an Airport Shuttle
- Submit Completed form of the contract to the programming advisor to draft a contract and send
- Contact printing company for your advertisements with your preliminary order

2 weeks Prior:

- Be sure performers return contracts by this point and have your advisor process them
 - Equipment/Technical Rider
 - Obtain a copy of the performer's riders
 - Submit riders to Event Services
 - Contact a production company if sound and light requirements beyond TSC capability
 - Plan to attend weekly TSC scheduling meeting the week prior to event
 - Lodging
 - Refer to contract and rider for specific lodging requests (If performer request off-campus accommodations, contact your advisor)
 - Contact the University Inn to make reservations
 - Hospitality
 - Arrange for hospitality requests as indicated in riders
 - Schedule a room for hospitality for larger events for performers, stocked with snacks
 - All advertising distributed
 - To have your event promoted on Aggie TV, call the journalism department 435.797.3292
 - To have your event advertised in dining areas, contact dining services 435.797.1947
 - To have you event advertised on campus digital signage ds.usu.edu
 - Reserve wire banner and table if applicable
 - Put event info on calendars
 - Contact all media and social media outlets
 - For events in the TSC:
 - Attend weekly TSC Scheduling Meetings:
 - If you will need to park at the TSC loading dock, email dining services and obtain an A5 permit
 - If food or drinks will be served in the TSC:
 - o Contact Dining and Food Services
 - o Complete a donation request form if necessary
 - o Obtain a Temporary Food Handler's Permit if necessary
 - o Complete an USUSA Pepsi Request Form is necessary
- If tickets will be sold at the door, contact the SILC for assistance
- Provide the TSC Ticket Office details of all major events

1 Week Prior:

- Make sure the performer/agent/vendor has completed paperwork
- If a cash box will be needed, contact the SILC (determine the amount of change you will need)
- Advertising
 - Change-up, add to existing advertising
 - Contact the statesman about covering the event
- Email volunteers (if applicable)
- Statesman-Backburner, etc.
 - Send an email to statesmanoffice@aggiemail.usu.edu with “backburner” as subject
 - Give the name, date, time and location of the event and describe the event in 20 words or less, do this one week in advance
 - Call the statesman before the event and find out if they can write an article to promote the event or cover the event and write about it
- Create a timeline for your entire event
- Create event signage that is visible and professional BEFORE the day of
- Plan how many volunteers will be needed for take down, load out and clean up
- Have specific instructions for volunteers about take down and clean up
- Coordinate with production and tech how many are needed to take down and load out
- Coordinate with TSC staff on their needs dealing with clean up
- Arrange for the night manager and/or advisor to count money that was collected
- Coordinate with committee members and volunteers to remove ads within 3 days of event

Day of:

- Execute load in, take down, load-out and clean-up plan to fulfill all cleaning requirements
- Lock all cash in TSC safe
- Remove as much advertising as possible

After Your Event:

- Send thank you notes to key stakeholders no more than one week after the event
- Schedule an evaluation meeting with you advisor, programming board and committee members no more than 2 weeks after the event and take detailed and organized minutes during meeting
- Complete required dashboard forms
- Create a folder with all necessary paperwork, budget, contracts, copies of receipts and the minutes from the evaluation meeting
- Fill out [dashboard](#)