

Successful Event Planning at the Student Union

Thursday, March 5, 2020



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

Learning Outcomes

Based on participation in this session, attendees will:

- Be able to **differentiate** the resources and experience available at the Student Union from off-campus event venues or on-campus academic space,
- Be able to identify and articulate the **most important details** necessary to plan a successful event at the Student Union,
- Be able to articulate **the value to the University** of producing events in a Student Union.

Student Union Mission

The University of Tennessee Student Union partners with students to provide services and an intentional use of space to promote community, student learning and development, as well as a sense of belonging.



Should I plan my event at the Student Union?

	Student Union	On-Campus Academic Space	Off-campus Conference/Events Center
Mission	Community, Student Learning & Belonging	Curricular top priority	Service focused/revenue generation
Audience	Students, Faculty, Staff, Alumni, Knoxville Community	Students, Faculty	Event Planners and participants
Resources	advanced room technology, on-site tech support, some zoom/AV production, University wifi connectivity	advanced room technology, tech support varies by venue, some zoom/AV production, University wifi connectivity	varies by property
Dining	Aramark catering exclusivity & retail dining	freedom to chose caterers/ varies by building	varies by property
Location/Parking	on-campus convenience with limited on-campus parking, primarily at Vol Hall	on-campus convenience with limited on-campus parking	off campus location, parking varies by property
Fees	Room rent waived for recognized student organizations and University departments for authorized University events. Supplemental fees limited.	varies by location	revenue generation /varies by property - may requires food & beverage minimum

Important Details

- Communicating with Event Services
- Meetings versus Events
 - Meetings
 - Events Checklist
- Sponsorship
- Technology
- Catering
- Parking
- Storage
- Important policy guidelines
- www.studentunion.utk.edu

Important Details Communication

- Identifying a single point of contact
- Be aware of the name associated with your event
- Ensure the point of contact for SU Event Service & Catering are the same person
- Who should be contacted about event content?
- On day of event, who is authorized to make changes?



Katie Evridge
Event Reservationist
865-974-3451

sueventservices@utk.edu

Important Details Communication

- AdAstra is the University of Tennessee's events portal
- Carefully read AdAstra communications – discern acknowledgement from confirmation
- SUEventServices@UTK.edu is Student Union's primary email for events
- Student Union reservationist only staffed M-F 8:00 – 5:00 pm
- Information Desk (865-946-4636(INFO)) can be contacted to radio for assistance day of meeting/event

Important Details Meeting vs. Event

Standard day-to-day meetings to discuss university or affiliated organization business. No special resources are required other than a space.

Meeting Reservation Form - UTK Faculty/Staff

[Click here for Step-By-Step Instructions for this form.](#)

For event requests, please use the "[Event Reservation Form.](#)"

You must review the University of Tennessee's Space Usage Guidelines prior to booking a meeting or event. All requests are subject to approval by the Office of Campus Event Services. You will be notified via email once your request has been approved.

Please call the Office of Campus Event Services for assistance, 865-974-9941.

* Meeting Name:

Begin typing your name in the 'Contact Name' field below. If you do not see your name listed in the contact list or you are listed under the wrong department/unit/organization, please select "Unlisted in System" and fill out the 'Unlisted only' fields below.

* Contact Name:

UT Department/Unit/Organization:

Unlisted only - Contact Name:

Unlisted only - UT Department/Unit
/Organization:

Important Meeting Details

Consider:

- How many participants?
- start/end /access time
- Audio Visual?
- Catering
 - buffet vs. plated
- Wayfinding
- Participant notification
- include event name and sponsoring department in signage

* Contact Phone:

You must select "Add a Meeting" to properly schedule your event.
You must click 'Assign Rooms' to choose your venue.

* Add a Meeting:

No meetings created. [Add Meeting](#)

* Short Meeting Description:

* Meeting Type:

* Estimated Attendance:

Please provide any additional details regarding this meeting:

Space Usage Guidelines:
Indoor Space Usage
Outdoor Space Usage
Facilities Fees

* I have read and agree to the terms stated in the Space Usage Guidelines.

Important Details Events

[Non-standard occurrences that may require additional resources such as catering, parking, technical equipment, guest speakers, etc.](#)

Event Request Form - UTK Faculty/Staff

[Click here for Step-By-Step Instructions for this form.](#)

For day-to-day meeting requests, please use the *"Meeting Reservation Form."*

You must review the University of Tennessee's Space Usage Guidelines prior to booking a meeting or event. All requests are subject to approval by the Office of Campus Event Services. You will be notified via email once your request has been approved.

Please call the Office of Campus Event Services for additional assistance, 865-974-9941.

Contact Information

Begin typing your name in the 'Contact Name' field below. If you do not see your name listed, type "Unlisted" and select "Unlisted, Unlisted (Unlisted In System)". You may then fill out the 'Unlisted only' fields with your correct information.

* Contact Name:

UT Department/Unit/Organization:

Unlisted Only - Contact Name:

Unlisted Only - UT Department/Unit
/Organization:

* Contact Email:

* Contact Phone:

* Cost Center (for applicable fees only):

Event Information

Dropping events on the grid....

Daily Grid interface showing a calendar view for February 27, 2020. The interface includes a navigation bar with Home, Calendars, Academics, Events, Reporting, and Settings. Below the navigation bar, there are filters for Rooms, Resources, Day, and Week. The main area displays a grid of events for various rooms, with columns representing time slots from 06:00 AM to 10:00 PM. The grid shows various events such as Maintenance, JCLS Staff Meeting, Student Union Full Staff Meeting, Carnicus Rehearsal, and many others. The interface also includes a search bar, a date selector, and a page navigation bar at the bottom.

Room	Buildin...	Campus	Type	Capacity	06:00 AM	07:00 AM	08:00 AM	09:00 AM	10:00 AM	11:00 AM	12:00 PM	01:00 PM	02:00 PM	03:00 PM	04:00 PM	05:00 PM	06:00 PM	07:00 PM	08:00 PM	09:00 PM	10:00 PM
Room *1																					
© SU 174X	SU	*K	Conference/Seminar Room	10																	
© SU 180	SU	*K	Auditorium - Large	999																	
© SU 192	SU	*K	Conference/Seminar Room	16																	
© SU 260	SU	*K	Conference/Seminar Room	16																	
© SU 262	SU	*K	Meeting Room	120																	
© SU 262A	SU	*K	Meeting Room	30																	
© SU 262A/B	SU	*K	Meeting Room	80																	
© SU 262B	SU	*K	Meeting Room	50																	
© SU 262B/C	SU	*K	Meeting Room	100																	
© SU 262C	SU	*K	Meeting Room	50																	
© SU 270	SU	*K	Meeting Room	72																	
© SU 272 - Ballroom All	SU	*K	Meeting/Event-Ballroom	850																	
© SU 272A - Ballroom A	SU	*K	Meeting/Event-Ballroom	325																	
© SU 272A/B - Ballroom A/B	SU	*K	Meeting/Event-Ballroom	650																	
© SU 272B - Ballroom B	SU	*K	Meeting/Event-Ballroom	325																	
© SU 272B/C - Ballroom B/C	SU	*K	Meeting/Event-Ballroom	525																	
© SU 272C - Ballroom C	SU	*K	Meeting/Event-Ballroom	200																	
© SU 273H	SU	*K	Meeting/Event-Conf/Sem	10																	
© SU 281	SU	*K	Meeting Room	100																	
© SU 360	SU	*K	Conference/Seminar Room	16																	
© SU 362 - Conf.-All	SU	*K	Meeting Room	120																	
© SU 362A	SU	*K	Meeting Room	30																	
© SU 362A/B	SU	*K	Meeting Room	80																	
© SU 362B	SU	*K	Meeting Room	50																	
© SU 362B/C	SU	*K	Meeting Room	100																	
© SU 362C	SU	*K	Meeting Room	50																	
© SU 367	SU	*K	Conference/Seminar Room	14																	
© SU 377A - Executive Dinin...	SU	*K	Meeting/Event-Conf-SPECIAL	64																	



Important Event Details Checklist

Schedule a pre-event meeting – SUEventServices@utk.edu

What is the name of your event?	
What is the date of the event?	30 days
What is the event start and end time?	30 days
How many attendees are you expecting?	30 days
Do you have a room preference?	30 days
What time would you like access to the space in order to prepare?	30 days
If needed, have you scheduled a consultation / pre-event meeting?	10 business days
What are your room set-up needs? (tables, chairs) / How would you like them set-up?	10 business days
Is your requested room set-up ADA friendly (accessible to people with disabilities)?	30 days
What are your audio-visual needs? (projection, laptop)	10 business days
What are your sound needs? (# of mics, style of mics, aisle mics)	10 business days
Do you have lighting needs? (auditorium only)	15 business days
Do you need stanchions for line management?	10 business days
Will you have catering ?	5 business days
Do you need extra trash cans?	5 business days
Do you need a check-in table ?	10 business days
Will the event be ticketed?	30 days
Is this a contracted event? Is there a contract rider?	
Are you bringing in outside vendors?	
Do your outside vendors need dock access?	min. 10 business days
Are your vendors shipping items?	
Do you have a safety and emergency preparedness plan?	5 business days
Have you secured enough volunteers to assist as Crowd Managers (large events only)?	
Do you have a plan for cleaning up after the event?	5 business days

Sponsorship Requirements

- The Student Union cannot contract with **external** clients.
- The responsible sponsoring party requesting event space through the Office of Campus Event Services must plan the event and be present at the event. A sponsor may not “**front**” for another organization for the purpose of securing a venue at no cost or reduced fees for a Non-University-Initiated Event.

Student organizations and university departments that meet any of the criteria below will be charged the **sponsored** rate for space.

- **Partnership:** Through partnership or collaboration, the university department or student organization is providing an external organization shared access to space. Partnerships provide a service for, or enhance, the mission of UTK.
- **Revenue Generation: The event generates revenue for a university department or external organization**
- **Participation:** The event audience consists primarily of Non-UTK students, faculty, staff and guests.

Sponsorship Requirements and fees

	Non-University Event Un-sponsored Event by Non- Affiliated Persons	Sponsored Event at Student Union	Student	Cost Recovery Charges	Supplementary Charges
Auditorium Student Union 180 (9,100 sq. ft./997 seats)	\$800 up to four hours \$200 per additional hour \$1,600 daily maximum	\$600 up to four hours \$150 per additional hour \$1,200 daily maximum		Cost Recovery Charges may apply to both University and Non-University Events. The rates are set when the event is scheduled and confirmed.	Supplementary charges may apply if additional cleanup and/or repair of damage is needed.
Pilot Flying J Ballroom (entire) Student Union 272 (11,500 sq. ft.)	\$800 up to four hours \$200 per additional hour \$1,600 daily maximum	\$600 up to four hours \$150 per additional hour \$1,200 daily maximum			
Pilot Flying J Ballroom (section) Student Union 272A Student Union 272B Student Union 272C	\$300 up to four hours \$75 per additional hour \$600 daily maximum	\$200 up to four hours \$50 per additional hour \$400 daily maximum			
Executive Dining Room Student Union 377	\$225 up to four hours \$57 per additional hour \$450 daily maximum	\$175 up to four hours \$44 per additional hour \$350 daily maximum			
Large Conference Room (entire) Student Union 262 Student Union 362 Student Union 270 Student Union 169 [tiered seminar]	\$200 up to four hours \$50 per additional hour \$400 daily maximum	\$150 up to four hours \$38 per additional hour \$300 daily maximum			
Medium Conference Room Student Union 192 Student Union 262A, B, or C Student Union 362 A, B, or C Student Union 367 Student Union 383F	\$75 up to four hours \$20 per additional hour \$150 daily maximum	\$50 up to four hours \$15 per additional hour \$100 daily maximum			
Small Conference Room Student Union 260 Student Union 360	\$45 up to four hours \$12.00 per additional hour \$90 daily maximum	\$30 up to four hours \$10 per additional hour \$60 daily maximum			

approved Spring 2019



**THE UNIVERSITY OF TENNESSEE
STUDENT UNION MEETING AND EVENT FACILITIES**

The Student Union at the University of Tennessee is a comprehensive multi-functional facility serving as the community center of campus and as a central gathering space for students, faculty, staff, alumni, and guests of the University. The Student Union is designed to provide optimal event and meeting venues, offering a variety of spaces equipped with state-of-the-art audio-visual capabilities.

Room	Square Footage	Theater	Classroom	Banquet
Auditorium (180)	Fixed	997		
Tiered Seminar Room (169)	Fixed	108		
Pilot Flying J Ballroom (Combined 272)	11,564	1,050	240	725
Ballroom A	4,108	350	90	224
Ballroom B	3,648	350	90	192
Ballroom C	3,432	350	90	144
Ballroom A/B	7,680	700	204	484
Ballroom B/C	7,680	700	192	240
Large Conference Room (Combined)	4,180	196	120	
Conference Room 262A	1,160	56	30	
Conference Room 262B	1,365	70	45	
Conference Room 262C	1,365	70	45	
Conference 262 A/B	2,786	140	75	
Conference 262 B/C	2,786	140	90	
Large Conference Room (Combined)	4,180	196	120	
Conference Room 362A	1,160	56	30	
Conference Room 362B	1,365	70	45	
Conference Room 362C	1,365	70	45	
Conference 362 A/B	2,786	140	75	
Conference 362 B/C	2,786	140	90	
Conference Room (Two-Story) (270)	2,434	120	72	
Conference Room (281)	1,780	110	n/a (limited availability)	
Medium Conference Room (360)	709	24	24	
Medium Conference Room (260)	619	24	24	
Medium Conference Room (383 F)	424	16	n/a (conference room)	
Executive Dining Room	1,608	80	30	80

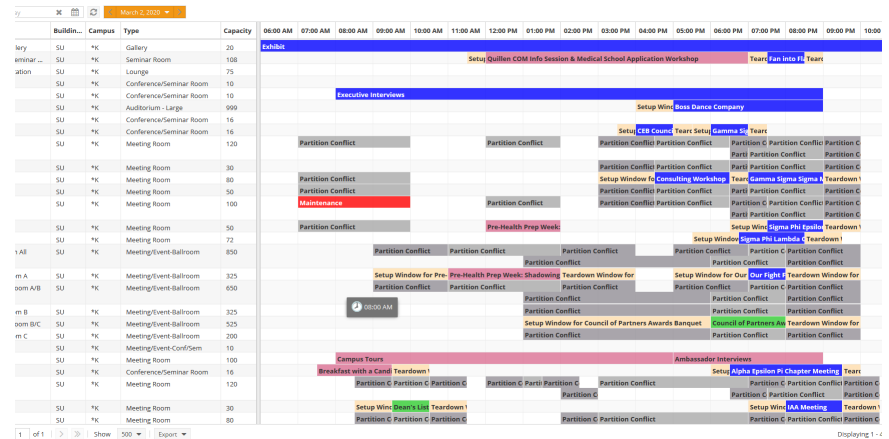


UT Conferences
Conference Center Building
PO Box 2648
600 Henley Street, Knoxville,
TN 37902
Phone: (865) 974-0250
Fax: (865) 974-0264
E-mail:
conferences@tennessee.edu

Important Event Details

Time & Space

- Consider Space needed:
 - How many participants
 - Specific space desired
 - Rain location
- Consider timing:
 - Event start and end time
 - event set-up/access time/break down - Enter in request form
 - Event check-in/door time
- Consider set-up
 - Lecture, workshop or custom
 - Registration tables
 - Buffet/plated



Important Details

Technology available

- Always let Student Union know if you'll need AV
- Use Student Union's laptop when possible

	LCD/Monitor	Zoom Technology	Amplified sound	# mics	confidence monitor
169 - tiered classroom	yes	no	yes	6 handheld, 2 lapel	yes
180 - auditorium	yes	no	yes	6 handheld, 2 lapel	no
192	yes	yes	no	no	no
260	yes	yes	no	no	no
262	yes	no	yes	3 handheld, 3 lapel (1 set/section)	no
270	yes	no	yes	2 handheld, 2 lapel	yes
272	yes	no	yes	9 handheld, 3 lapel (3&1/section)	no
281	yes	no	yes	1 handheld, 1 lapel	yes
360	yes	yes	no	no	no
362	yes	no	yes	3 handheld, 3 lapel (1 set/section)	no
367	yes	yes	no	no	no
377A	yes	no	yes	2 handheld, 2 lapel	no
383F	yes	yes	no	no	no

Important Details

Catering available

Catering Information

- **Aramark exclusive caterer**
- **Aramark is the Student Union linen provider**

To place an order, contact our catering office between 8:00 a.m. and 5:00 p.m., **Monday through Friday, at 865-974-2406** or email catering@utk.edu.

Whenever possible, all catering orders should be placed **five (5) business days** prior to your event. While we make every effort to accommodate last minute orders, we cannot guarantee your first choice selections can be fulfilled.

Day of Catering Contact: Ged Gelber, Catering Director
865-934-9383

After Hours Manager Contact:
865-405-1668

Important Details: Parking

Visitor Parking

Visitor parking is located at [Volunteer Hall](#) Garage and is available for Visitor Center guests (campus tours), special event guests, meeting guests, conference attendees, and the general public.

Parking Rates:

Hourly rate of \$1 per 30 minutes
UNLESS arrangements made in advance.

Parking Garage Hours:

Monday-Friday 7am-11pm

Walking directions are provided to guests at the Vol Hall garage.

Special Events:

[Requests for the \\$5 conference rate or QR codes for department paid guests](#) needs to be requested 3 working days in advance of an event.

To coordinate parking for a meeting, please complete the [Special Parking Request Form](#)

at least **7 full business days prior to the event.**

Public parking & walking directions to the Student Union



[Click to print public parking and walking directions to the Student Union.](#)

Important Details: Storage

Storage in Student Union is extremely limited

- The Union retains the right to limit the amount of stored items and does not guarantee available storage space.
- The Union will not be held responsible for any damage, theft, or loss of items left in stored facilities.
- The Student Union must be notified in advance of planned deliveries.
- The Student Union must be informed of the planned use of vendors/floral arrangements.
- Any items left without outgoing shipping arrangements will be disposed of one business day after the event.

Important Details: Policy

Cancellations

Cancellations must be submitted to sueventservices@utk.edu. The below advanced notice must be given, or the reservation will be considered a no-show.

- Saturday, Sunday, and Monday meetings and events: 12:00 p.m. (noon) Friday
- Tuesday –Friday meetings and events: 12:00 p.m. (noon) day before

No-Shows

A no-show is documented for any meeting or event when the group fails to show within the specified start times below.

Rental Equipment and Floral Arrangements

- Users may request off-campus rental equipment and deliveries.
- Users are responsible for arranging deliveries and removal of all deliveries and floral arrangements pre and post event.

Why you should consider the Student Union

- Events are conveniently accessible
- Building Campus Community
- Good financial stewardship
- Student Learning
 - 88.2% of student staff self reported gains in “Communication skills”
 - 94% of student staff self reported learning “Conflict Management” skills
 - 95.8% of student staff self reported learning “Intercultural skill

Questions