

Event Planning Informational Guide

This document serves as a basic aide and roadmap in planning your events at Westfield State University. When developing an outdoor, large-scale, or unique event, work directly with Conference and Event Services (CES).

Large and/ or unique events need to be planned at least 2 weeks prior in order to ensure the logistics to make the event happen are able to be done in time. ***Last minute event & Work Order requests can result in an event not taking place or over time charges billed to the hosting department.***

If you are hosting a large campus event, please reach out to Conference & Event Services (CES) for assistance in large-scale planning. This will allow us all to work together and get all the correct staff involved for smooth planning.

Examples: multi-day event, large speaker event, new student/ orientation related programming, ceremonies/ banquets, etc.

Basic Event Planning Flow Chart

Questions to Run Through:

What are set-up needs, guest count, & are there any media requests. Will there be catering?



Secure a location through the [25Live Event Form](#). Will you need a rain location?



Are Work Orders needed for any requests to Facilities? (Outdoor Power, Outdoor Event Set-Ups (tables/ chairs etc.), Outdoor Staging)

Work Orders are submitted through [Asset Essentials](#) & are completed by the hosting office. WOs are due 2 weeks prior to the event to ensure proper planning and execution. ***Late WOs mean they may not be able to be fulfilled or an overtime charge may be billed to the hosting department***



Planning details: are you bringing a vendor/ speaker/ performer to campus?, do you directional signage, do you need to schedule set-up time?, is the public invited?, where are guests parking?

Additional Information:

Page 2: Facilities & Operations

Page 3: Catering, University Police, & Signage

CONTACT CES: events@westfield.ma.edu 413.572.5581

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Space Details to Consider

Set-up: tables, chairs, catering tables, accessibility considerations, catering tables

Media: mic, podium, lights, projector, recordings, streaming

Facilities Details to Consider

All outdoor needs (tables, power, chairs, staging, lighting, hose, etc. go through a Asset Essentials request from the hosting department)

Typical [Asset Essentials](#) Request Areas:

Electrical: Temporary power, outdoor flood light

Grounds: Picnic tables, Adirondack chairs, trash barrels, garden hoses, Air Nestor, pop-up tents, misting tent, fire pits (Contact Emergency Response for fire pit approval)

Environmental Services: Folding tables & chairs

Carpentry: Outdoor stage

In the Asset Essentials written request space, include date and start & end times of event. Make sure to adjust if you are planning to set-up early.

Asset Essentials requests need to be submitted 2 weeks prior to accommodate for staffing needs and to let Facilities know if they need to schedule and charge for overtime.

Overtime charges are billed to the hosting department.

Contact Facilities for a Asset Essentials Account: facilities@westfield.ma.edu

Please Note:

Facilities will need time for the set-up & break-down of large events. This may lead to instances where your proper event date is available, but due to set-up, a new date would need to be selected or over-time would be billed to accommodate for the preferred date.

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Catering Details to Consider

Catering Orders must be completed ahead of time through [CaterTrax](#). A PO is required for orders over \$500.

Are you serving alcohol? An [ARB form](#) will need to be completed with Catering for alcohol serving licensure and to also notify University Police at least **30 days prior**. There will be an alcohol license charge billed to the hosting department along with University Police staffing charges.

How does catering need to be set up? How many tables for guests are needed? Would you like tablecloths for an additional cost?

University Police Details to Consider

Parking reservations, serving alcohol, notify of guest speaker/ parking pass form completion
If hoping to reserve parking, call University Police x5262 to talk over your request.

Signage Details to Consider

Do you need signage to help guests find locations on campus?

Road signs & large poster requests need to be submitted through the [Copy Center's Store Front](#).

Make sure to put this request in 2 weeks prior to allow for print time and to make any adjustments, if needed.

Road signs are put up & taken down through a Asset Essentials request or the hosting department.

Signage is not requested through 25Live.

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