



University of Iowa Center for Advancement We Are Phil Events Guide

This outline provides a high-level overview of how to coordinate, plan, and organize an event. Although much of the planning will depend on the type of event you're organizing, we hope these guidelines provide a starting point and help to answer some questions.

Before getting too far into the event planning process, consider what your goals for the event are, as well as who your audience will be. The answers to these questions will generally dictate the type of event you're looking to host and ideal venues to hold your event. You should coordinate a date and time that works for all key constituencies involved. After selecting a date or two, begin the venue search. Always confirm space availability before finalizing date and time.

I. Communication

- **Invitations**
 - Designate a person who will be responsible for sending invitations, collecting RSVPs, and confirming RSVPs.
 - Depending on the type of event, invitations should be sent at least 2-3 weeks in advance, and events added to departmental/collegiate calendars at the same time. You may want to consider a reminder to those who haven't responded a few days prior to the RSVP date. The RSVP date should be set in advance of the date you need to provide final guarantee numbers to the caterer (this date is usually set by the caterer).
- **Confirmation**
 - Consider sending a confirmation email to provide additional information and help people feel personally engaged (e.g., if guests should bring their contribution form or a dish, or come prepared to play a game). We've found this helps to reduce the number of no-shows and the attendee will also have a point of contact for questions or cancellations.
- **Program and Remarks**
 - Determine if there will be program and who will provide talking points/remarks. Who will draft these and what will the main points be for each speaker?
 - Consider which guests need to be introduced as part of the program and monitor the no-shows to potentially remove them before remarks begin. You may also consider introducing people in groups if there are larger numbers (e.g., staff

members); this saves time and eliminates the risk of forgetting to introduce someone. It generally helps the flow of the event to ask guests to stand when introduced and that the audience hold their applause until everyone has been introduced, then the speaker will lead the applause.

- Create an outline for the program.
- **Event Materials**
 - Nametags
 - Consider including the following information:
 - ✓ We Are Phil logo
 - ✓ Title/Department
 - Printed list of highlighted funds
 - Your college's/department's development fund, scholarship funds, etc.
 - Other funds your committee wishes to highlight, if any
 - We Are Phil branded items to decorate with or give away
 - List at wp.foriowa.org/facultystaff/resources
- **Follow-up Message**
 - After the event, consider if you want to send any type of follow-up communication or “thank you for attending” message.

II. Logistics

- **Selecting an event space**
 - Consider locations within your work area:
 - Conference room
 - Atrium
 - Commons / break room
 - Do you need to reserve the space?
 - Other university spaces are available, too: uiowa.edu/homepage/room-reservations
 - You could also consider holding a lunchtime or after-work event at a restaurant or other venue near your workplace.
- **Budget**
 - Budgets are limited, so make sure you know what budget you will be working within (if any) prior to signing a contract with a venue (or any other contracts). Costs may include, but are not limited to:
 - Catering
 - Decor – Check with the UI Center for Advancement first for available We Are Phil decorations
 - Venue rental fee (unlikely if events are held on campus)
 - Entertainment (e.g., live musicians, Herky and spirit squad, etc.)

- **Recommended local caterers**

- Caterers should be contacted as soon as the date and venue have been selected.
Below is a handful of recommended caterers that we've enjoyed working with.
Please let us know if there are others you think we should add!

Recommended Caterers				
Caterer	Menu	Website	Phone	Email
University Catering	http://catering.uiowa.edu/menus	https://catering.uiowa.edu/	319-335-3116	hsg-catering@uiowa.edu
Bread Garden	http://breadgardenmarket.com/catering	http://breadgardenmarket.com	319-354-4246	
The Cottage	http://www.cottagebakerycafe.com/cottagemenu.pdf	http://www.cottagebakerycafe.com/	319-351-0052	sales@cottagebakerycafe.com
New Pioneer Food Co-op	https://www.newpi.coop/product_item_post/catering/	https://www.newpi.coop/	Iowa City 319-338-9441 Coralville 319-358-5513	
Bandana's BBQ	http://www.bandanasbbq.com/catering	http://www.bandanasbbq.com	319-512-6555	info@bandanasbbq.com
Molly's Cupcakes	http://www.icmollys.com/webres/file/menu/mc_menu_011513_iowa.pdf	http://www.icmollys.com/	319-333-1297	info@icmollys.com
Yotopia		https://www.instagram.com/yotopiafroyo/	319-338-0500	
Mama's Deli	http://mamasdeliandcatering.com/menu	http://mamasdeliandcatering.com/	319-341-0700	

- Other options:
 - Hy-Vee (budget-friendly)
 - Food Trucks:
 - ✓ Also budget-friendly—Often they do not charge anything to come set up in your area, or can suggest a limited menu for your event. Make sure you line up the proper permissions for parking.
- Consider dietary restrictions when planning your refreshments (vegetarian, gluten-free, dairy-free, etc).

- **Room Setup**

- Room setup should be discussed before selecting a venue to ensure that the space will hold your event attendees. In advance of the event, plan how the room will be set up, and contact the appropriate staff member(s) to arrange. Considerations for the setup should include:
 - Tables sizes and how many of each:
 - ✓ Tall cocktail tables

- ✓ Short cocktail tables with chairs (usually four chairs)
 - ✓ 3'x 6' rectangle tables (typically used for food, bar, and registration tables)
 - ✓ 60" or 72" rounds (generally used for seated luncheons or dinners)
 - Registration / contribution table (Contact the UI Center for Advancement for collection boxes and guidelines)
- **Audio Visual Equipment**
 - Make arrangements to be sure you have the AV equipment you need for your program. Items you may need include but are not limited to:
 - Projector and screen
 - Podium (with microphone)
 - Handheld wireless microphone or lavalier
 - Audio/speakers (for video or music)
 - Internet connection for showing youtube videos or sharing info on the web
- **Other**
 - Items to consider taking with you to the event:
 - Nametags
 - Contribution forms, collection box, envelopes
 - Scissor/tape or any other office supplies necessary
 - Necessary directional signage or reserved signs
 - Banners
 - Decor items
 - Giveaway items

For ideas on activities or event format,

- Go to wp.foriowa.org/facultystaff/resources
- Click on "Event planning guide"

To request **We Are Phil** items from the UI Center for Advancement,

- Go to wp.foriowa.org/facultystaff/resources
- Click on "Request materials"

To request a **We Are Phil co-chair** or **UICA staff member** to speak to your group,

- Go to wp.foriowa.org/facultystaff/resources
- Click on "Request speaker(s)"