

## EVENT CHECKLIST For Internal events only

For any external sponsored events, please contact Cathy Myers or Stephanie Danesie in the president's office.

The checklist below will help you navigate the event planning process at HGTC. To facilitate communication among the various campus offices that will work to make your event a success, and to avoid duplication of efforts, we encourage all members of the campus community to incorporate the checklist into their planning. Best wishes for a successful event.

### EVENT INFORMATION

Title

Day / Date / Time

Location

Target Audience

Department code

### SELECTING A DATE & TIME

- Check the Academic Calendar for potential conflicts.
- Consider audience availability (e.g., class schedules) and media availability (mornings are better if you would like media to attend).
- If you would like the president of the college to attend, give remarks, or participate in some other way, please contact Stephanie Danesie for availability.

### SPACE RESERVATIONS

- To reserve the Chancel board room, Burroughs & Chapin auditorium, Building 600 (old Fowler Dining Room), or where Café 1100 was previously located, follow the directions for [reserving a room in Banner](#).
- To reserve the Thomas C, Maeser Auditorium, contact Betty Turner.
- For the ICI, contact Jan Dukes or Karen Focarazzo
- For academic classrooms
  - Conway - Nancy Ekstrom
  - Georgetown - Philip Lance
  - Grand Strand - Amy Simon

### APPAREL & PROCUREMENT

- If purchasing t-shirts or apparel for event, contact the Procurement Office at least 3 weeks before event to assist with proper ordering procedures.
- If hiring a company to come on campus to provide entertainment or a service, they must provide their certificate of insurance. Provide the Procurement Office with a copy prior to the event.

### CATERING & PROCUREMENT

You may need to have your event catered by an outside vendor. If using an outside catering company, they must provide a copy of their catering license and a certificate of insurance to the Procurement Department.

## PRINTED MATERIALS

Contact the Print Shop; [print.services@hgtc.edu](mailto:print.services@hgtc.edu) or 843-349-5346. They will recommend materials and distribution methods to reach your desired audience. If necessary, the Print Shop Manager will arrange a meeting with you, a Marketing team member, and a graphic designer. Here are some commonly used tools:

- Posters
- Flyers
- Postcards
- Banners
- Invitations
- Program Booklet
- Electronic version of flyer for e-mailing and social media
- Artwork of any apparel or specialty items

## PUBLICITY

Contact the Marketing department; [marketing@hgtc.edu](mailto:marketing@hgtc.edu) or 843-349-3658 to discuss your publicity needs on and off campus. These could include:

- Campus Happenings (faculty, staff and student email)
- Press Release
- Media attendance
- Social Media
- Marketing photographer to attend event
- Digital signage (internal and Conway Highway 501)

## MAINTENANCE

Submit a Maintenance request (create link) for event set-up.

- Chairs
- Tables
- Stage(s)
- Any rental items
- Installation of parking/event signs/banners etc

## INFORMATION TECHNOLOGY

Email a request to [helpdesk@hgtc.edu](mailto:helpdesk@hgtc.edu) for assistance with:

- WaveNet announcement
- Audio equipment
- Sound equipment
- Video equipment

## PUBLIC SAFETY

Notify Public Safety at [Lethea.Butler@hgtc.edu](mailto:Lethea.Butler@hgtc.edu) or 843-349-7806 about event specifics and any other information and/or concerns.

- Special guest and VIP
- Reserved parking
- Number of attendees
- Attendees with special needs