



EVENT MANAGEMENT PLAN

- Please complete this document and submit it with your [Event Registration Form](#).
- Instructions and additional information can be found in the [SAO Handbook](#).
- If you need further assistance, please contact your SAO [advisor](#).

Deadlines:

3 weeks prior: Events with alcohol, an anticipated audience of 300+, off-campus, or hosting a dignitary.

2 weeks prior: Events with an anticipated audience or venue capacity of between 50 and 300 people.

Section 1: Event Details

Event Title:

Group Name:

Event Date(s):

Venue Location:

Event Start Time:

End Time:

On or Off Campus?

List all of the dates & times your event will occur:

Venue Capacity as listed in [25LIVE](#):

Target Audience:

Venue diagram: If your event involves the setup of chairs, tables, food or alcohol service, you must upload a drawing [HERE](#) that indicates all event elements as well as entry/exit locations and fire extinguishers. [SocialTables](#) is available to Brown students free of charge. SAO advisors can assist with SocialTable if needed.

Event Manager #1

Cell Phone #

Event Manager #2

Cell Phone #

SAO Advisor:

Serving Alcohol? (alcohol must be provided by a Brown First Caterer or Brown Dining)

Caterer's Name (If yes):

Collecting Cash?

Services needed:

Event Support/Facilities (e.g. tables, chairs, etc.)?

Brown Media Services?

Brown Catering Services?

Please list ALL other contracted services? (e.g. Outside catering, professional services, etc.)



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Section 2: Ticketing Info & Promotional Plan

Are you selling tickets?

Price per ticket:

What ticket platform are you using?

Note: if you are selling tickets you can only use Brown Marketplace or cash but if you are offering free tickets you can use Eventbrite or another platform.

On your ticket you should have the following Information:

- Event Name:
- Date, Time, Location
- Doors open at _____
- Instructions or Items that are not permitted i.e., Brown ID required, no large bags, no photos during the event, etc.
- (As needed) Tickets are valid until _____

What is your ticketing protocol?

For Example: Are tickets available at the door and in advance? Are you giving away free (comp) tickets? Where will tickets be sold? How are you managing ticket selling and who will be responsible for overseeing ticketing at the door?

What is your promotional plan?

For Example: Advertising on Facebook, Tabling in the Blue Room, RSVP on Eventbrite, Putting up posters around campus

Who will be responsible for overseeing ticketing on show days?



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Section 3: Admission, Venue Management, and Event Staffing

I acknowledge the Event Manager and Event Assistant responsibilities as detailed in the [SAO Handbook](#) and have reviewed this information with my organization's members. Initial here _____

Are there additional responsibilities not covered in the handbook for this event?

NOTE: If Event Support Services (ESS) is scheduled for your events, event managers will confirm ESS will check the following:

Mandatory items for every event:

- Capacity count
- Bag checks (You also have the option to require no bags allowed)

As needed:

- ID Check
- Ticket Check
- Wrist Banding (21+)
- Other prohibited items: glass bottles, recording devices, photos

Please indicate the flow of traffic when the doors open:

(Example: For Salomon Deci show, lines will form outside before doors open. When doors open, ESS will check IDs, etc and allow students to check in at the ticket table. Waitlist guests will remain outside until ticket admission is closed. Re-entry is allowed within the building only. At the event conclusion, Event Managers and ESS staff will ensure all guests have exited the venue.)

Door Closing and End of Event Protocol:

I acknowledge the door closing and end of event protocol as detailed in the [SAO Handbook](#) and have gone over it with my organization's members for proper coverage. Initial here _____

What is your alcohol and food service plan?



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Section 3 continued

What are your accessibility options? (e.g. wheelchair accessible tables, folding chairs, etc)

How have you considered accessibility needs in your event planning process?

(e.g. is there an entrance that is accessible without using stairs? Have you made sure that there are microphones so everyone can hear? Is there seating available? For more information about accessibility, refer to the [SAO handbook](#))

Who is responsible for completing the [Fire Safety Checklist](#)?

Section 4: Event Schedule

Time	Description
<i>For Example: 4:00pm - 6:00pm</i>	<i>Event managers set up tables</i>



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Section 5: Additional Information

A large, empty rectangular box with a black border, intended for providing additional information for the event management plan.