Welcome to the The Ohio State University Moritz College of Law Event Planning Guide. Please use the information found within this guide to help you plan your organization’s next symposium, conference, speaker, or other event. The College has several resources available to you, and the best events are ones that use those resources to the fullest. As stated throughout this guide, the most important tip for operating a successful event is planning ahead. Never hesitate to ask our staff for assistance. We look forward to helping you!

Sincerely,

Moritz College of Law Communications Team
# Table of Contents

Where to Begin ............................................................................................................................... 2
Guides............................................................................................................................................. 3
Scheduling an Event ...................................................................................................................... 4
Publicity ......................................................................................................................................... 5
Printed Materials ............................................................................................................................ 6
Photography ................................................................................................................................... 7
Audio/Visual Needs ....................................................................................................................... 8
Web Site .......................................................................................................................................... 9
Day of Materials ........................................................................................................................... 10
Day of Needs .................................................................................................................................. 11
Ohio Union Facilities .................................................................................................................... 12
Venues .......................................................................................................................................... 13
Key Contacts................................................................................................................................. 14
Where to Begin...

A great deal of preparation and work is involved with every successful event. In order to assist you with your event we would like to offer you a few suggestions to make your planning experience easy and enjoyable. Here are some tips you should consider:

• Allow time to plan an event. Planning is the most crucial and time-consuming aspect for any type of event. The earlier you start, the more likely you are to secure your preferred venue on a particular date and ensure all the ancillary details fall into place. You should begin planning the event 3 to 12 months before the scheduled date.

• Budget! Have dollar figures in mind when you plan. Events can be produced at all budgets and you should be able to build a budget based on your event plan.

• Reserve a room based on the number of attendees you realistically expect and best fulfills the purpose of the event. You don’t want to crowd your guests and you want to accommodate all the activities during your event. Stages, podiums, lecterns, award tables, etc. all take space away from the room, which will affect how many guests the room can accommodate.

• Ordering equipment and determining a room’s furniture placement will be simplified if you plan in advance how you want the room to look. Include what elements you feel are necessary such as food tables, staging, podiums, sound equipment, etc.

• If money is tight, seek donations or co-sponsorship. For instance, some bar associations may be willing to co-sponsor a particular event.

• Take advantage of what the College has to offer. Faculty and staff can help you procure things that you may not have thought of, such as tablecloths, folders, nametag holders and other day of materials.
Consider the following when planning an event:

- Date
- Purpose of event
- Audience
- Event start and end times
- Number of people expected to attend
- Room preference
- Event name
- Sponsoring group(s)
- Name, address, and telephone of one contact person
- Event type (meeting, banquet, speaker, etc.)
- Event agenda
- Equipment, including tables, chairs, and audio/visual needs.
- Food/refreshments
- Special sound or additional lighting equipment

Below is a sample schedule:

1. Reserve a room (or select a venue)
2. Add your event to the Moritz Calendar of Events
3. Set up a meeting with the Communications Department to review publicity needs
4. Schedule a webcast
5. Arrange for any A/V needs
6. Order food if applicable
7. Arrange for hotels for guests if applicable
8. Finalize printed materials to send out
9. Compile mailing list
10. Begin work on day-of materials such as nametags, signage, programs, etc
11. Arrange for photographer
Scheduling an Event

Room Reservations
All Drinko Hall room reservations should be made using the form found at http://moritzlaw.osu.edu/events/room_request.php. It is strongly encouraged that you make a room reservation request as soon as possible. Requests MUST be received at least THREE BUSINESS DAYS before your event. It is strongly recommended you place your request at least 14 working days prior to your event. See the “Venues” section of this guide for contact information regarding events in other locations.

Add Event to OSU Online Calendar
If you want your event listed on the main OSU calendar, go to http://www.osu.edu/events/reg_form.php.

If you have not already set up an account for the OSU Events Calendar, then you’ll need to register for one in order to add your event. You can register and/or add your event at the link provided.
Contact Communications Coordinator Monica DeMeglio at 247-6520 or demeglio.1@osu.edu for any of the following internal and external marketing vehicles:

**e-Record**
The e-Record is an e-newsletter published each Monday throughout the school year and is sent to all students, faculty, and staff at Moritz. The deadline to submit items is noon on the Wednesday prior to the Monday release of the newsletter.

**Sidebar**
Sidebar is a monthly e-newsletter that is sent to Moritz alumni, faculty, staff, and students. The newsletter is sent the first Thursday of each month. If you would like your event considered for publication in SideBar, please contact Rob Phillips two weeks prior to when the newsletter will be published.

**Social Media**
Moritz operates Facebook pages and a Twitter feed. Send ideas for possible postings to Rob Phillips at least a week before you would like it posted.
Printed Materials

To publicize your event through printed materials such as save-the-date cards, brochures, logos, flyers, posters, etc., please contact Graphic Designer Andrea Reinaker at 247-4696 or reinaker.3@osu.edu. The Communications Office will do its best to meet your needs and your budget.

Printed materials require planning ahead as print and mailing times will need to be factored into your advertising time frame.

Below are a few examples:

**Save-the-date cards:**
- Sample cost (not including mailing fees): 1,000 5”x7” cards : $175
- Design time: 1- 2 weeks
- Printing: 2 weeks
- Addressing Services: 1 week
- Mail time: Nonprofit rate: 3 weeks (.17/pc)
  - First-class rate: 1 week (.28/pc)

**Brochure:**
- Sample cost (not including mailing fees): 4-panel brochure 500: $900; 1,000: $1,500
- Design time: 2-3 weeks (depending on number of edits, etc.)
- Printing: 2 weeks
- Addressing Services: 1 week
- Mail time: Nonprofit rate: 3 weeks
  - First-class rate: 1 week

How to Begin

During an initial meeting, we will likely request text that you wish to include about the event (date, time, location, speakers, topic, etc). This can be e-mailed in a Microsoft Word document. Also, please include any speaker or other images you would like in the materials. If you have any specific stylistic needs please indicate these as well. All text will be reviewed and is subject to change.

You will be provided with a quote prior to the printing of all pieces. Once we have approval, Director of Finance and Administration Tim Meager will bill your group’s account.

Mailing Addresses

The College has access to some mailing addresses. Please contact Communications Coordinator Monica DeMeglio at 247-6520 or demeglio.1@osu.edu for more information.
When you schedule an event simply select that you would like a photographer present and the photographer will be notified. Otherwise, please contact Graphic Designer Andrea Reinaker at 247-4696 or reinaker.3@osu.edu at least a week in advance for in-house photography. She will take a few photos during the day of the event.

To purchase professional photography services, please contact the Communications Department for more details. Or contact:

OSU Photography Services
292-8414
fahner.3@osu.edu

Photos from the event will be posted to moritzlaw.smugmug.com. There viewers may download the high resolution versions of the photos. Some selected photos may appear on the “Week in Pictures”.
When completing the room reservation form (http://moritzlaw.osu.edu/events/room_request.php), be sure to check the box for A/V needs. This will notify Systems Specialist Kyle Shutt that you will need A/V assistance.

Webcast

Events held on campus (including the Barrister Club) can be webcast live on the Internet. If you would like your event webcast, please contact JD Barlow at barlow.65@osu.edu or 292-7091 so that he can make the request with OSU Media Services. These requests are usually required several weeks in advance of the event. OSU Media Services produces the webcast, but their calendar fills up quickly. After the event, the webcast will be archived and a link will be added to your event web page. The organization sponsoring the event is responsible for the costs associated with the webcast. Generally, an all-day event will cost approximately $750, while a 2-hour event will be around $250 (these are estimates based on past orders). Extra DVDs can be ordered through Media Services at an additional cost. More information on services offered by Media Services can be found at http://lt.osu.edu/media-services/.
Web Page Content

Contact Dwight Scott at 292-3159 or scott.1379, as early as possible to post event information on the web site. The information will be posted on your organization’s web page and will also be added to the public calendar of events found on the Moritz web site.

Online Registration/Payment

An online registration form can be added for virtually any event. The College only accepts online payments for College activities, which includes journal symposiums. The College does not accept online payments on behalf of student organizations. If you have any questions, please contact JDwight Scott at 292-3159 or scott.1379, or Tim Meager at 247-8437 or meager.2@osu.edu.
Day-Of Materials

Please contact Andrea Reinaker at 247-4696 or reinaker.3@osu.edu to discuss your specific needs.

Programs
This could be a simple cover printed in black and white on white or colored paper in the Copy Center. Or, it could be as complex as a stand alone program guide printed using similar steps as a brochure.

Posters
Designed posters showcasing your event are available in a limited volume. Both single page flyers and mounted posters are available. Please contact Andrea about a week prior to your event.

Speaker Name Cards
In past years, students have requested speaker name cards that can be placed in front of the speakers on the panel. Please send your list of speaker names to be printed and folded on white cardstock if needed.

Subscription Mailers
Tear away self mailer subscription flyers to publicize your journal.

Nametags
You are responsible for your own nametags for events.
Catering
The Faculty Club offers discounted catering to the Moritz College of Law as well as the Barrister Club from elegant affairs to boxed lunches, please contact:
Liz Groff, Catering Sales Manager at
(614) 292-9120
liz@ohio-statefacultyclub.com

Other caterers (in addition to the Faculty Club) are allowed within Drinko Hall.

Gift Items
The College has a limited number of items you may purchase or may special order for your events. Contact Andrea Reinaker at 247-4696 or reinaker.3@osu.edu to discuss your needs. All items will be billed to your account. You may also custom order gift items with your specific group name/logo. See Andrea Reinaker at 247-4696 or reinaker.3@osu.edu to discuss your needs.

Tablecloths
Tablecloths with the Moritz logo are available. Contact Barbara Peck at peck.5@osu.edu.

Easels
Easels are available for you to borrow. Contact Barbara Peck at peck.5@osu.edu or Andrea Reinaker at 247-4696 or reinaker.3@osu.edu.

Folders
Folders as well as notepads and pens with the Moritz logo are available on site for you to purchase. Contact Andrea Reinaker at 247-4696 or reinaker.3@osu.edu to discuss your needs. All items will be billed to your account.
All student organizations may use many of the event rooms and Resource Room at the Ohio Union at no cost provided that they are an ACTIVE student organization.

**Becoming Active**
To become an active student organization the President must complete the online training on the Union web site: [http://ohiouunion.osu.edu/get_involved/student_organizations/training](http://ohiouunion.osu.edu/get_involved/student_organizations/training). Presidents and Treasurers must attend training each year, while Advisors must complete training every three years. Training sessions typically last 90 minutes. Attendance for the full session length is required for credit.

**Resources**
Once your organization is active you may use any event room at no cost. Additionally the Resource Room through the Student Leadership and Service will be available for your use at any time and your organization will be given a credit line of $250 per year.

The Resource Room offers a copying service, materials for constructing posters, balloons, binding, games, materials for buttons, laminating and much more. Any materials used will be billed against your credit line up $250.
Saxbe Auditorium
The Saxbe Auditorium in Drinko Hall is reserved through the regular Drinko Hall room reservation.
http://moritzlaw.osu.edu/events/room_request.php

Barrister Club
Please contact Liz Groff at (614) 292-9120 for room availability and planning.
Room Capacity: Theater Style -- 120  Standing -- 150  Banquet -- 100

Student Union
For information on how to plan your event at the Union visit http://ohiounion.osu.edu/plan_an_event
Rates will fluctuate based on venue. There is no charge for Active student organizations.

Other Options
Information on other venues can be found at
Key Contacts

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