



Auburn University

EVENT MANAGEMENT PROCESS

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I. Objective

The Event Management Process at Auburn University provides guidance and policies for students, faculty, and staff to put on successful and safe events. The Event Management Committee, also known as EMC, works with students, faculty, employees, and guests of Auburn University to plan events on campus. The committee is apprised of representatives from various campus administrative departments that provide advice on making events safe and successful. The EMC reviews on-campus event proposals and provides advice regarding event facilitation in light of university policies as well as city ordinances and/or state statutes.

II. Getting Started With Your Event

Whether you are planning a simple meeting or a multi-day event, the best place to start is to consider and answer some basic questions before you begin organizing your event:

1. What is your goal in sponsoring the event?
2. Who is your audience?
3. When is the best time to hold your event?
4. What resources are available to you?

As you begin this process, please keep in mind that you and your group are responsible for all aspects of your event. While the university offers many services, it is your responsibility to contract with these services and make the necessary arrangements.

Make sure that you have planned ahead. Depending on the size and type of your event, additional steps may be required on your part, and additional review may be required by the EMC.

Take advantage of the help the university can offer. Seek out its advice and ideas.

A. Understand Your Goals

Good event planning begins with knowing what you are trying to accomplish. Clearly define your goal—it will be invaluable through the planning process. What kind of experience do you want your guests to have? What environment/ambience are you trying to achieve? Knowing your goal can also help you avoid unintended growth and expansion of the event.

B. Consider Your Audience

Understanding your goal will help you decide who you want to invite and why. This will help you choose the right venue, design your promotion, and more. You should have a clear admissions policy and include this policy on any promotional materials.

It is important to be realistic about your anticipated attendance. An event with 50 people sitting in a room that holds up to 200 can make you and others feel that your event is not

successful or can disappoint invited speakers; it may be better to risk that a few people won't get in.

You should also consider what services may be necessary to enable everyone to participate. Please consult the [Program for Students with Disabilities](#) by visiting 1244 Haley Center or by calling (334) 844-2096. Employees' requests for accommodations should be directed to the ADA/504 Compliance Office in 5 Quad Center or by calling (334) 844-4794.

C. Selecting a Date and Time

Availability of space will often impact your ability to plan an event. Below are some other factors to consider.

1. Date Considerations

It is always a good idea to start by consulting the university's and surrounding communities' calendars, including religious calendars, for scheduling conflicts:

University calendar - http://www.auburn.edu/main/auweb_calendar.html

Employee holidays - http://www.auburn.edu/administration/human_resources/holidays.htm

Events calendar - <http://gwcald.auburn.edu/calendar/>

Exam schedule - <http://www.auburn.edu/administration/registrar/calendars/exam-schedule.html>

Graduate School calendar - <http://www.grad.auburn.edu/cs/gscalendar.html>

Auburn-Opelika Tourism Bureau calendar – <http://aotourism.com>

While not required, it is good to check the University calendar for other events that may conflict with your event. You should also post your event as early as possible so that others will know about it when scheduling.

You should also keep the following major events in mind:

- [Camp War Eagle](#)
- [Move-in week](#)
- [Athletic events](#) (football, basketball, baseball, etc.)
- [Midterms and final exams](#)
- [Holidays and spring break](#)
- [Graduation](#)

2. Time Considerations

a. Building Hours

Please keep in mind that not all buildings are always open. While it may be possible to arrange to have a building opened, there may be additional security concerns.

b. Quiet Hours (in and near CDV and residence halls)

Students in campus housing have a right to reasonable peace and quiet during normal hours of rest. You will need to consult [Housing and Residence Life](#) by visiting Burton Hall or by calling (334) 844-4580.

c. Closing Time (for student events)

12 p.m.

d. Outdoor Concerts and Similar Events

Please refer to section III-A for more information.

e. Setup and cleanup

Be sure to reserve the time required by others to set up and clean up before and after your event. Please remember to offer recycling opportunities. You can obtain additional information concerning the university's recycling program at <https://fp.auburn.edu/recycling> or by calling (334)844-9461.

D. Identify Your Resources

Before you begin planning, you should know what is available to you.

1. Staff and Volunteers

If you only have one additional person to help you, you probably can't organize a 250-person event. Knowing how many volunteers you are likely to have at your event can help you appropriately plan your event.

2. Budget and Finances

Some spaces on campus require a usage fee and/or deposit. Additional fees may also apply for the use of audio-visual equipment, chairs, tables, promotional materials, and more. You'll need to know your budget in advance. For example, large events will typically require outside security or City of Auburn police officers; if you don't have funding to cover this cost, you should plan a smaller event.

3. Co-sponsors

If money is tight, seek co-sponsorship. With so many departments and organizations on campus, there is likely going to be another group that has interest in your event and may become a co-sponsor. You may have to give up some control of the event, but it will be worth the collaboration and additional funding.

4. Performers and Vendors

[Payment and Procurement Services](#) has contract-signature authority for a variety of contracts. This is the case for most documents that typically result in some financial obligation or consequence for the university. Other than a specific, delegated signature authority, no individual has the authority to contractually commit Auburn to goods and services, leased space, sponsored agreements, and other types of agreements.

Read each part of the contracts carefully. Paying attention to the details of a contract can save you money and headaches down the road. The contract should clearly state your obligation to the vendor and its obligation to you.

Student organizations should process their contracts through the Office of the Dean of Students. Faculty and staff should process contracts through their departments. Deans and department heads can contact the general counsel's office for assistance. Risk management & insurance can review contracts for liability and insurance-related matters.

Remember that under most circumstances, vendors will need to register with the university before receiving payment. Vendors should be referred to the [AU Vendor Center](#) for more information and to register with the university.

E. Reserving Space

There is no centralized location in which to reserve rooms or buildings. You will need to review the [University facilities reservation information](#) to determine the person or department responsible for specific campus buildings and check with the department or building staff before utilizing campus space.

The [Student Center](#) offers a variety of meeting rooms and a ballroom. Please review its [guidelines](#) for payment, scheduling, and security. You can also review its website for detailed information on [Student Center facilities](#), including rooms available, reservations, seating charts, and seating capacity.

All events held on the concourse require submission of an [approval form](#) to Debbie Hood in the Office of the Dean of Students in 3247 Student Center within 48 hours of the event. There are requirements and restrictions for use of the concourse. Please consult the form for more information or contact the Office of the Dean of Students. For more information, call (334)844-1300.

All events held at the Graves Amphitheater require submission of an [approval form](#) to the Office of the Dean of Students. All requests must be made at least 30 days in advance. For more information, call (334)844-1300.

All events held at the University Chapel at 139 S. College Street require submission of an [approval form](#) to the Office of the Dean of Students. For more information, call (334)844-1304.

Please keep the following in mind:

- Reserving the location only gets you the space. You must arrange for setup and services, including audio-visual, separately. If any of the services require time or additional space for setup, be sure to communicate such needs to the department or building staff.
- Instead of asking for a specific space, please ask for assistance in finding a space that meets your needs—many popular rooms or outside locations are used for small events that could easily be accommodated in other areas.
- Space is limited. If your program plans changes, don't forget to cancel the space. Cancellations are most useful when they are early enough for someone else to use the space. Cancellations not made within 24 hours of your scheduled use of Student Center space or other leased space will result in a loss of your deposit.
- The university reserves the right to relocate events or meetings based on criteria such as time, manner, and place of the event.
- Be sure you know the standard setup. If you stop by to look at the room, don't assume the setup you see is the one that is always there.
- Be respectful. If your organization hosts an event and the room is damaged, you are accountable for the damage.
- If you are having an outdoor event, you will need to identify a rain location or a rain date.

III. Planning Considerations

Depending on the type of event you are planning, there are different policies, procedures, and issues you should consider and various resources that may be available to you.

A. General Planning

1. University vs. Private Events

Insurance is required for all private (non-university) events. Additional insurance may be required for university events that present an unusual or high risk. For more information, call [Risk Management & Insurance](#) at (334) 844-4533.

University events generally include all events officially sponsored by university departments and student groups when such events further the mission, goals, and/or purpose of the university and/or the specific department/group.

2. Events with Food

Cookouts, unless catered, must have a food permit. A [food permit](#) is included with the Event Planning Form.

Grills are not allowed within 50 feet of campus buildings or in other designated no-grill areas. All fires must be contained within grills or other containers designed specifically for that purpose. Extinguish charcoal fires thoroughly with water when finished. Contact the facilities department in order to obtain the proper container for charcoal disposal. You may also remove extinguished charcoal from campus for disposal. Do not dump charcoal on the campus grounds or in dumpsters.

3. Events with Alcohol

Auburn is an alcohol-free campus. Remember that the university follows a [Drug-Free Campus and Workplace Policy](#). Please refer to the [Tiger Cub](#) for more information. Alcohol is not typically allowed on campus.

4. Event Size

Event organizers should monitor crowd size in relationship to facility capacity and be prepared to deal with crowd size that is near capacity. Once a facility reaches maximum capacity event organizers are responsible for monitoring entrances in order to prevent additional people from entering. Due to the fire code, the venue should not exceed capacity.

5. Outdoor Concerts and Similar Events

We encourage appropriately notifying neighbors before any event that may cause noise disruptions. It is the responsibility of event organizers to make sure all university policies on amplified sound are followed.

Event organizers should make sure responsible volume levels are maintained. Amplified sound is allowed Monday through Friday, 7 p.m. to midnight; Saturday, 11 a.m. to midnight; and Sunday, 1 to 9 p.m. There will be no amplified sound on Cater Lawn Sunday through Thursday.

An [Amplified Sound Request Form](#) is required for outdoor entertainment events with amplified sound. Permit requests must be submitted at least 14 days in advance and must include a list of required information for the request to be approved. The outdoor entertainment permit will specify the location and other requirements to ensure that the event is conducted in a safe manner.

Amplified sound may not disrupt scheduled instructional or other academic activities. Events deemed disruptive will not be approved.

No musical instrument or sound-amplification equipment of any kind, including stereo speakers and stationary or mobile public address systems, is allowed on the concourses, streets, in areas adjacent to academic buildings, or in the Open Air Forum at any time.

Questions regarding noise permits should be directed to (334) 844-9447 or (334) 844-8584.

6. Games of Chance

Game tournaments involving games of skill, such as chess, are permitted; however, games of chance cannot be played if money will be involved in any way, such as poker. Raffles are not allowed at the university.

B. Lectures and Performances

Below are various questions/issues you should consider in planning a lecture or performance.

1. Usher and Volunteer Management

- How will you orient your ushers for their duties and event logistics?
- How will guests be able to identify ushers/volunteers?
- What are ushers' duties? Provide additional ushers to ensure that aisles are not blocked for big events.
- What time will doors open and close? Please provide ample time for people to be seated between doors opening and the start of the program.
- Do you expect a line outside? Why or why not? If there is a line, how will you manage and organize it?
- Ushers must remain at the doors at all times before and during the event. Even after entry to the event closes, ushers must be available in the event of latecomers or other questions.
- What is the usher's role with assisting in the exit plan at the end of the event?
- For some events, (well-known or controversial speakers), you will need to include a plan that ensures that no large bags or backpacks will be allowed in or near the venue (i.e., don't have these bags lying in the hall). You will want to include this information on your advertisements.

2. Fire Safety and Capacity Management

- Event coordinator(s) must announce the location of fire exits.
- Maintaining capacity and keeping aisles and egresses clear are important matters.

- Be sure to count how many people in your organization will be in the event and subtract this from the total capacity. The total maximum capacity includes the people managing the event.
- Provide details of how you will ensure capacity is not exceeded. Will you use a tally counter or tickets? If you use tickets, what is the plan for distribution?

3. News Media

Will there be news media? You will want to work with the [Office of Communications and Marketing](#) to help you manage any media. Its office is located in 23 Samford Hall, and its phone number is (334) 844-9999.

News media, if there are any, will need to have an area reserved for reporters, photographers, and/or videographers. They must be told in advance that they should remain there and not block aisles. They cannot be set up in aisles or egresses. Media may require additional audio/visual support, i.e., patch into sound system or audio feed from microphone.

Ensure your speaker or performer allows media or even cameras (video, digital, or cell phones) to be at the event. This should be negotiated when booking talent.

4. Other Logistical & Security Aspects

- Be sure that your plan for the entrance and exit of the event ensures that you won't interrupt classes or other venues.
- Will you use tables at the entrance of the event? If so, how? Ensure that they will not cause fire-egress concerns.
- What will be the speaker's route into the building?
- For large venues and/or controversial speakers, no large bags or backpacks are allowed in or near the venue (i.e., don't have them lying in the hall.) For large venues and/or controversial speakers, promotional materials need to read "no bags or backpacks allowed."
- Typically, you will want a room with easy access to the stage to serve as a green room. Some speakers or performers may require certain items to be placed in their green room (food, water, towels, etc.). This list is typically provided by the speaker or his/her agent and is called a rider.
- If there will be a reception, book signing, etc. associated with the event (before, during, or after), please provide the relevant information and any implications for management.

C. Movies and Films

1. Outdoor Movies

It is your responsibility as event coordinator to acquire or rent audio-visual equipment for outside movies. You will need to coordinate this with the facilities department as

well as the building administration if you plan to use a power supply from any building. Remember the rules regarding amplified sound.

2. Federal Copyright Laws

The Federal Copyright Act (Title 17 of the U.S. Code) governs how copyrighted materials, including films and musical works, can be used and shown. Neither the rental nor the purchase of a videocassette or DVD authorizes that the tape or DVD to be shown outside of a private home. Showing the DVD and videocassette within a home to family or friends is allowed. Any other showing or viewing of a film, movie, music, or any other copyrighted work in any other place not considered a home requires permission of the copyright owner. Permission is required regardless of whether a fee is charged, or whether the institution or organization is a commercial or not-for-profit entity.

Please note that showing movies that have a significant academic component is acceptable. Groups that fail to follow these policies will be responsible for paying any fees that may arise.

D. Guidelines for Political Activities

1. Students, Faculty, and Staff

Administrative officers, faculty, students, and staff of the university are free to express individual and collective political views provided they understand and make clear they are not speaking for or in the name of the university.

Neither the university name, the name of any university entity supported in part or in whole by university funds, or the university insignia or logos may appear on stationery or any other material used or intended for political purposes.

Faculty and staff should refer to page 38 of the University Staff Handbook for more information:

http://www.auburn.edu/administration/human_resources/us/us_hdbk.pdf

Students should refer to page 36 of the *Tiger Cub* for more information:

<http://www.auburn.edu/tigercub/tigercub.pdf>

2. Candidates and Campaigning

An campus appearance of a candidate for public office should be for an educational or informational talk to the university community and must be sponsored by a recognized university organization. Student organizations must secure approval for such appearances from the _____ at least two weeks in advance.

Candidate campaigning (solicitation), including leaflet distribution and display of signs is allowed with prior university permission.

3. Use of University Facilities and Resources

Without prior university approval, university facilities and services may not be used by or on behalf of an outside organization or outside individual whose purpose is to further the cause of a candidate or political party.

Campus organizations and departments may use campus communications to announce political forums and discussions sponsored by officially constituted campus groups but may not use campus communications—including those provided by Auburn's postal service, phone system, or computer network—for partisan political activity.

All on-campus political activities, services, and materials must be paid for with non-university funds.

All use of university properties are subject to university policies regarding time, place, and manner.

4. Fund-Raising

Funds or contributions for political candidates or campaigns may not under any circumstances be solicited in the name of the university. University resources may not be used in soliciting such funds. If Auburn students, faculty, or staff make political contributions, they must do so as individuals and not on behalf of Auburn.

E. Speech and Demonstration Regulations

Auburn recognizes and supports the rights of students, employees of all categories, and visitors to speak in public and to demonstrate in a lawful manner in designated areas of campus and at designated times. In order to maintain safety, security, and order, to ensure the orderly scheduling of campus facilities, and preclude conflicts with academic and co-curricular activities, Auburn reserves the reasonable right to limit such activities by the following regulations regarding time, place, and manner of such activities:

1. Definitions

- a. **Speech**, as used in this document, is the oral presentation of ideas in an open forum.
- b. **Demonstration** is any process of showing an individual's or group's cause by speech, example, group action, or other form of public explanation.

2. Time, Place and Manner Limitations

a. **Interior**

Demonstrations, debates, and speeches may be held inside university facilities only in compliance with established procedures.

b. **Exterior**

A [permit](#) is required for use of Cater Lawn/Open Air Forum.

The Cater Lawn/Open Air Forum area may only be used during the following times*:

Monday —Friday: 10 a.m.—4:30 p.m.
Saturday —Sunday: 11 a.m. —4:30 p.m

Open Air Forum may only be used in three-hour blocks of time per day, three days per week. *Waivers to these times may be approved on a case-by-case basis.

Please refer to section III-A for more information on outdoor concerts and similar events.

Auburn holds all student organizations, especially their student officers, responsible for proper conduct at all times at any function the organization sponsors.

Organizations/individuals are responsible for taking appropriate measures to maintain crowd control and to keep all adjacent walkways and streets clear of obstructions so as not to impede pedestrian and vehicular traffic.

Organizations/individuals listed on the Open Air Forum request must abide by all appropriate Student Government Association policies and procedures as listed in the *Tiger Cub*; all policies and procedures regarding advertisement and distribution, speech, and demonstration as listed in the *Tiger Cub*; and all federal, state, and local laws and ordinances that apply to the campus.

The use of sound equipment, including stereo systems, musical instruments, or public address systems, is restricted and can only be approved by obtaining an outdoor-entertainment permit through the facilities division. For more information on amplified sound permits, please refer to section III-A.

Organizations/individuals listed on the forum request are to remove all debris, banners, posters/signs, announcements, and other materials immediately following the event.

Organizations/individuals listed on the forum request are financially responsible for any damages to university property or equipment as a result of the event.

This request form should remain with a responsible party at the event.

3. Administrator Enforcement and Appeals

These regulations shall be administered and enforced by the Office of the Dean of Students and other university officials that shall be designated.

Visitors to campus and all others violating these regulations regarding time, place, and manner of speech and demonstration will be subject to immediate eviction or removal from campus, without further warning, by appropriate university agents or officials and may be subject to appropriate legal action.

Individual students violating these regulations may be, upon written complaint to the Office of the Dean of Students, subject to action by the university discipline uommittee. Student organizations violating these regulations may be, upon written complaint to the Office of the Dean of Students, subject to action by the organizations committee or the committee on fraternities and sororities.

Persons, agencies, or organizations wishing to appeal a decision based upon these regulations may file a written appeal to the EMC.

Nothing in this policy is intended or should be viewed as an endorsement or approval by the University of any speech or demonstration, an invitation or license to speak or demonstrate, or as a grant of any right or permission to speak or demonstrate on campus beyond the rights existing under federal and state law.

For more information please check page 95 of the Auburn [Tiger Cub](#) or call (334) 844-4254.

IV. Managing Safety, Risk, and Your Event

This section outlines rules and regulations associated with operating your event and minimizing risk/maximizing safety throughout the planning process.

A. Additional Safety and Risk Considerations

1. Smoking

Smoking is not permitted in any university building. Please reference your [Tiger Cub](#) or the [AU Smoking Policy](#) for more information. You can also call [Risk Management and Safety](#) at (334) 844-4870.

2. Contract Review

Student organizations should process their contracts through the Office of the Dean of Students. Departments should contact Payment and Procurement Services for

assistance. Please keep in mind that only those with appropriate signature authority may sign contracts on behalf of the university; if you aren't sure if you have such authority, please consult [Procurement and Payment Services](#) at (334) 844-7771.

3. Liability Waivers

Depending on the nature of your activity, you may want or need participants to submit waiver forms. Please contact [Risk Management & Insurance](#) at (334) 844-4533 for more information.

4. Insurance and risk

[Risk Management & Insurance](#) can assist you in a variety of ways:

- Determining insurance requirements for your event
- [Certificates of insurance](#): if you are planning an off-campus event or contracting with various vendors, you may need to provide proof of insurance.
- Vendor insurance requirements
- Insurance for non-university events held on university property
- [Driver safety](#)

B. Insurance Requirements for Use of Facilities for Events

1. General Liability Insurance

Auburn requires general liability insurance for non-university events held in our facilities for meetings, conferences, sports camps/clinics, weddings, or other special functions. This requirement can be satisfied by providing a certificate of insurance or by purchasing a general-liability insurance policy.

- **If you are providing your own general-liability insurance:**

The acceptable documentation is a certificate of insurance showing evidence of general-liability insurance to cover the event and use of university facilities. The certificate of insurance must provide a minimum of \$1 million in coverage limits and include Auburn as the certificate holder and as an additional name insured for the event and use of facilities.

The certificate of insurance should be sent two weeks before the event to

Auburn University
Risk Management & Insurance
316 Leach Science Center
Auburn, AL 36849

The certificate can also be faxed to (334) 844-4942.

- **If you need to purchase general-liability insurance:**

Auburn is enrolled in the URMIA (University Risk-Management Insurance Association) TULIP program (Tenant and User Liability Insurance Policy). You have the option of obtaining a quote from this plan or securing a policy independently.

TULIP was designed to provide low-cost general-liability insurance to individuals who use university facilities through an online purchasing process.

TULIP rates and information about the program are available by visiting <http://www.urmia.org/tulip.cfm>.

Every user who wants to access the website will need to register their e-mail address and create a password before logging into the system. Once registered, you will need to provide Auburn's passcode to complete an application to purchase a policy and pay with a credit card.

PASSCODE: 31531848

For questions regarding TULIP or problems with its website, please contact Marie Wiginton at (800) 247-1734, ext. 310.

Note: The requirement listed above is not intended for university-sponsored (hosted) activities.

C. Request for Certificate of Insurance

Please complete the form in the following link, print a copy for your records, and e-mail or fax any supporting documentation to (334) 844-4942.
http://www.auburn.edu/administration/rms/pdf/r_coi.pdf

The purpose of a certificate of insurance is to provide proof of coverage under Auburn's insurance for university-related events. Please note that as an entity of the state of Alabama, the university cannot list others as an additional insured on its policies.

This form serves as a formal request for a certificate of insurance from the university. It is important that you fill out each field of the form. If you have any questions regarding certificates of insurance, please contact Risk Management & Insurance at (334) 844-4533.

D. Vendor Insurance Requirements

The following minimum insurance standards apply to all vendors performing, selling, or distributing products and services at the university. If a product or service, in the opinion

of Risk Management & Insurance, represents an unusual or exceptional risk, additional insurance requirements for that product or service may be established.

Commercial general-liability insurance should cover bodily injury and property damage liability, independent-contractors liability, contractual liability, product liability, and completed-operations liability in an amount not less than \$1,000,000 combined single limit, per occurrence, and \$2,000,000 annual aggregate.

Workers' compensation is required for all vendors, including employers' liability insurance in an amount not less than \$1,000,000 aggregate.

Automobile liability is for vendors who will drive on the university premises. Automobile liability should be in an amount not less than \$1,000,000 per occurrence for bodily injury and property damage and should include owned, hired, and non-owned vehicle coverage.

Professional liability should be \$1,000,000 per claim for all professional services, including but not limited to architects, engineers, consultants, and testing services.

Vendors will name the university as additionally insured on its liability policies and will provide a 30-day notice of cancellation or non-renewal of coverage to the university.

The certificate of insurance verifying the above coverages should be submitted to Risk Management & Insurance for review.

Questions concerning this policy may be directed to Risk Management & Insurance at (334) 844-4533.

E. Risk Management at the Event

1. Management Tips

- **Arrive early!** No matter how much you plan, something unexpected usually happens. You cannot address these issues if you aren't there. The larger the event, the earlier all staff, volunteers, and security personnel need to arrive at the venue.
- Know who is doing what. In addition to having a volunteer-management plan, be sure you know what other event personnel, including police officers and security, custodians, and staff, will be doing and what you need them to do,
- Set up a volunteer meeting before the event. At least plan to have all ushers and staff at the event 30 minutes before the door-opening to review the plan. Police officers and security should be present.
- For complex events, develop and bring a timeline (times that various vendors, speakers, and volunteers will arrive) to your planning meetings and event.
- Have volunteers on hand—you never know what may come up. Primary event organizers should not be tied down to necessary tasks at the event so they can

respond to issues. If there is a problem at the event and the primary organizer is the only one taking tickets, how would he or she respond?

- Bring a telephone list that includes numbers of important offices, services, and volunteers.
- Be sure you have developed a door-management plan and have adequate staffing available. Door-management will make or break your event. You are responsible for managing the capacity of your event. Plan your ticket distribution and collection system appropriately, and consider how you will greet and welcome guests.
- Remember to keep all entrances and exits as clear as possible.
- Plan an emergency services route, and keep it clear.
- Have an emergency contingency plan for inclement weather, bomb threat, etc.

F. Disability-Related Considerations

All events open to the public or the Auburn community at-large should be held in rooms that have wheelchair accessibility as well as access to restrooms for persons with disabilities.

All events open to the public or the Auburn community at-large should include a statement in all advertising materials that directs people with disabilities to the appropriate contact to request accommodations for the event. A statement such as the following can be used:

- “To request special services, accommodations, or assistance for this event, please contact (provide name, e-mail address, and phone number) as far in advance of the event as possible.”
- It is usually reasonable to ask people to request accommodations with some advance notice before an event, provided you have given them adequate time to provide that notice.

If you are using a space that requires a lift or use of a door without an electronic opener, you may need to designate someone to assist people using a wheelchair or who have a disability in entering and exiting the event.

Make sure students and staff working at the event are aware of wheelchair-accessible routes, accessible parking, lifts or elevators, and accessible restrooms, which sometimes may be in a nearby building.

Provide students and staff working the event any details surrounding accommodations you are providing for the event. Sometimes policies, practices, or procedures may need to be altered to provide access. It will be important for this to be clear up front to avoid any confusion at the event.

If a sign language interpreter will be used at the event, please inform all speakers that it is appropriate for them to address the person using the interpreter, not the interpreter.

If you are having a closed event, make sure you still address the needs of any attendees that have disabilities.

G. Decorations and Sets

1. Decorations

All decorations, wall coverings, or sound insulation must be flame resistant. Contact the [fire protection engineer](#) in Risk Management & Safety at 844-4805 if you have any questions concerning the flammability of materials in the space.

The following guidelines apply when decorating university spaces:

- Balloons may be used as long as they are secured or tied down. If any balloons escape, your group may be charged to remove balloons.
- No decorations of any kind on portraits, portrait frames, or portrait lights.
- No fog machines.
- No dry ice.
- No clear scotch tape, masking tape, duct tape, staples, push pins, or velcro on the walls.
- No tying or taping decorations to air vents.
- No candles.
- No glitter.

2. Sets

Contact the fire protection engineer in Risk Management & Safety at 844-4805 if you have any questions concerning the flammability of materials used in sets.

V. Event-Support Services

A. Setting Up Your Event

You will need to first consult the building supervisor of the building where you are planning your event. It is possible that building staff can help you set up tables, chairs, etc. and provide equipment needed for your event. It is likely that, unless you provide your own, you will have to use equipment belonging to the department that occupies the room or building you plan to use. You may also rent some equipment from the facilities department.

B. Facilities Service Support

The [Service Support Unit](#) provides movers, custodial staff, floor maintenance, etc. The Service Support Unit moves furniture and equipment and sets up special events for the entire university. Note that fees are charged for equipment use.

Some of the common functions and services provided by the Service Support Unit include

- Renting chairs, podiums, tables, and stages
- Moving furniture and equipment
- Moving boxes, racks/shelving, and all other items
- Setting up for dedications, groundbreaking, and graduations
- Pressure washing entrances and exit walkways

For more information, please call 334-844-4810.

C. Food

Auburn's policy is that food cannot be prepared and sold. Groups are not allowed to sell food items (e.g., bake sales). Groups can have prepared food for participants at meetings,

[Tiger Catering](#) offers an online ordering system for a variety of catering requests. Tiger Catering is the exclusive caterer for events held at the Student Center. Please review its [policy](#) for all catering questions on booking, room requirements, payment, etc. They can also be reached at (334) 844-1234.

The [Auburn University Hotel and Dixon Conference Center](#) at 241 South College St. also offers a wide range of meeting room and dining options. Services included room setup, use of audio/visual equipment, and dining services. Please check their website or call (334) 821-8200 for more information.

D. Media Services

You will need to consult the building manager or department where your event will be held for more information on using equipment such as microphones, speakers, overhead projectors, screens, computers, video equipment, and sound equipment.

[CopyCat](#) is located at 1203 Student Center and offers a wide range of services that can benefit your event. Services include copying; color copying; laminating; printing signs, posters, and invitations; document-binding, and producing other custom promotional items. Please check their website or call (334) 844-4200 for more information.

E. Public Safety

In the event of an emergency call 911.

Please refer to the [campus safety guide](#) for important phone numbers, information on what to do during a campus emergency, information on campus emergency notifications, and other campus safety policies.

Please refer to [Emergency Management](#) for information on topics such as campus emergencies, fire emergencies, medical emergencies, and severe weather.

F. Transportation and Parking

[Tiger Transit](#) operates transit services for Auburn students, faculty, and staff. Check the transit's website at www.auburn.edu/administration/parking_transit/transit/index.php for more information on routes and schedules. Note that students are not charged a fee for on- or off-campus transit. Faculty and staff are not charged for on-campus transit, but must purchase a pass for off-campus transit.

Tiger Transit offers [game-day shuttles](#) to campus from various locations in Auburn and Opelika. Please check their website for more details.

Tiger Transit also offers a [charter service](#). A minimum of three hours is required, and fees are charged for the service.

Please check with the Tiger Transit website, or call (334) 844-4757 for more information on their services.

[Parking Services](#) is responsible for implementation and enforcement of parking rules and regulations. Please consult the [Auburn University traffic and parking regulations](#) for more information on parking at Auburn. You should be concerned about the time of your event and how parking enforcement could affect your attendees. It is a good idea to suggest parking locations in any information that you distribute about your event.

A [parking map](#) is available with locations of all parking zones on campus.

All visitors to Auburn's campus must have a visitor's parking pass. These passes can be obtained from Parking Services' office, temporarily located in a trailer at the west end of Allison Physics Labs at 381 Roosevelt Street.

Please check Parking Services' website, or call (334) 844-4143 for more information on their services.

If you are planning to have a large number of participants at your event, or if you know that parking and traffic will be an issue, it may be beneficial to hire outside security to direct traffic and parking or to have Auburn police officers available. Your event should not disrupt normal traffic and activities on campus.

G. Security

Auburn contracts with the [City of Auburn Police Department](#) for campus security and police services. Contact the Office of Public Safety for additional information at least two weeks before your event. Fees apply for the use of public safety personnel.

VI. Event-Management Process

A. Process

How does the event-management process work? The process begins in the [Office of the Dean of Students Office](#) in 3247 Student Center, where you pick up an Activity Authorization Form and receive consultation from the staff on the specifics of your activity. The staff will inform you of the “level” of your event. Levels are assigned based on a number of factors, including size of the event, location, and potential risk. When planning your event, keep in mind that you should not begin advertising it until you have consulted with the Office of the Dean of Students.

For level one (1) and two (2) events, the Activity Authorization Form must be turned in to 3247 Student Center at least **three business days before** the event for approval. In order for level three (3) events to be safe, secure, and successful, this form will need to be turned in at least **20 business days before** the event, and the organization will need to follow the event-authorization process outlined below. In order for level four (4) events to be safe, secure, and successful, this form will need to be turned in at least **30 business days before** the event, and the organization will need to follow the event-management process outlined below. Consult with the Office of the Dean of Students to find out the classification level of your proposed event as soon as possible.

B. Event Assessment: Category of User

1. Auburn University Events (On- or Off-Campus)

a. Official Auburn University Event

These are events entirely organized by a registered student organization or official university department. Attendance is designed for the university community with no direct or indirect cost to attend.

b. Invited Guests or Organizations

These events are scheduled and organized by a registered student organization or official university department. The university host must be present at the event. Attendance includes non-Auburn University guests as well as university staff, faculty, or students.

c. Professional Organizations

These events are hosted by university students, staff, or faculty members as a result of their membership in a professional organization directly related to their position at the university.

2. Non-Auburn University Events

Not directly sponsored through an official university department or a registered student organization. Attendance is not made up primarily of the university community. A single point of contact is required. The organization will be required to provide a certificate of insurance or purchase insurance under the TULIP program. Facility fees may be assessed.

C. Responsibilities of a University Organizer/Host

Whenever an Auburn University individual, department, or campus organization invites non- university guests to an event on campus, the university commits space and staff time that may impact other scheduled activities. Therefore, the host and organizer must be an employee of the university. Further, they must bear specific responsibilities of the event, including but not limited to the following:

- Be present at all times during the event, and respond to any problems or complications that may arise.
- Be the primary contact for making reservations and arrangements for all space being used for the event, support, and equipment services.
- Work with the appropriate departments to arrange for needed rooms.
- Ensure that event participants abide by university policies (e.g., smoking restrictions, standards of conduct, alcohol policy, parking).
- Pay the cost of additional equipment and/or staff if required to accommodate the event.
- Arrange for chaperones if any participants are under 18 years old.
- Make and communicate parking arrangements with guests, including parking of buses and/or vendor vehicles.
- Arrange to direct participants to both the facility and specific room when they arrive.

D. Event Assessment: Category of Event

An event becomes categorized through an evaluation of its needs. Categories include

- Number of people expected to attend
- Auburn University-only participants
- Non-Auburn participants
- Participants under the age of 18
- Event requires catering
- Event requires specific facility setup and equipment
- Event will charge admission or registration fees
- Event requires parking

1. Level 1 Events

General meetings do not require activity authorization unless you are selling something.

2. Level 2 Events

The event has one or more of the following criteria:

- 50 or fewer people
- Attendance: Auburn University staff, faculty, and/or students
- No food or beverages unless self-catered
- No facility or grounds setup (use room or grounds “as is”)
- Standard, in-room AV equipment used
- No use of utilities (electric, water, etc.) needed for outside event
- No special or additional parking needed

Level 2 events include but are not limited to the following types: informational, organizational, or educational meetings or events; displays; artwork displays; etc. All level 2 events will need authorization at least **three business days** before the event.

These are the steps on how to receive authorization:

- Contact the department or building supervisor to reserve the room or area you plan to use.
- Read and fill out an Activity Authorization Form with your adviser or departmental supervisor.
- Bring the Activity Authorization Form to 3247 Student Center.
- Have the Office of the Dean of Students either sign off on the activity and/or help you obtain additional required signatures to ensure that the event will be safe, secure, and successful.
- Ensure the level of your event based on its risk factor.
- Maintain a signed copy of the Activity Authorization Form, which will serve as a record of your event’s approval.

3. Level 3 Events

The event has one or more of the following criteria:

- Up to 150 people
- Attendance includes off-campus guests
- Costs to attend
- Requires catering
- Serves alcohol
- Requires room setup
- Requires AV equipment other than standard in the room
- Requires use of utilities (electric, water, etc.) for outside event
- Requires tents, displays, or other structures on campus grounds
- Plans include recreational events or events with physical activities
- Events held after 10 p.m. or before 5 a.m.
- No special or additional parking needed

Level 3 events include but are not limited to the following: recreational events, events with food, fundraisers, conferences, fairs, etc. Level 3 events will need authorization at least **20 business days** before the event. These are the steps on how to receive authorization:

- Contact the department or building supervisor to reserve the room or area you plan to use.
- Read and fill out an Activity Authorization Form with your adviser or departmental supervisor.
- Bring the Activity Authorization Form and the green intramural forms to 3247 Student Center.
- Have the Office of the Dean of Students either sign off on the activity and/or help you obtain additional required signatures to ensure that the event will be safe, secure, and successful.
- Consult with the Office of the Dean of Students in regards to your organization potentially needing to follow the level 4 process for the Event Management Committee.
- Maintain a signed copy of the Activity Authorization Form as a record of your event's approval.

4. Level 4 Events

The event has one or more of the following criteria:

- More than 150 people
- Attendance includes off-campus guests
- Costs to attend
- Requires catering
- Serves alcohol
- Requires room setup
- Requires AV equipment other than standard in the room
- Event advertised off campus or expected to bring a large number of people from off campus
- Attendance includes youth under 18
- Plans include contracted bands or performers
- Plans include bouncy toys
- Plans include fireworks
- Plans include recreational events or events with physical activities
- Events held after 10 p.m. or before 5 a.m.
- Requires use of utilities (electric, water, etc.) for outside event
- Requires use of tents, displays, or other structures on campus grounds
- May be city noise-ordinance issues
- Large numbers of parking spots needed

Level 4 events include but are not limited to the following: concerts/dances, fireworks events, rallies/speeches, road races, parades, overnight events, fairs, etc. Level 4 events will need authorization at least **30 business days** before the event. These are the steps on how to receive authorization:

- Contact the department or building supervisor to reserve the room or area you plan to use.
- Read and fill out an Activity Authorization Form with your adviser or departmental supervisor.

- Bring the Activity Authorization Form and the green intramural forms to 3247 Student Center.
- Have the Office of the Dean of Students will advise you whether the event qualifies as a level 4.
- Obtain necessary signatures to ensure that the event will be safe, secure, and successful. (The Office of the Dean of Students cannot sign off on a Level 4 Event.)
- Consult with the Office of the Dean of Students in regards to your organization needing to follow the level 4 process for the Event Management Committee.

The EMC can assist you with planning your events. EMC is made up of representatives from various offices throughout the university including Student Activities, Public Safety, Environmental Health and Safety, Risk Management and Insurance, Transportation Services, Parking Services, Athletics, Dean of Students, and Communications and Marketing. EMC meetings enable event planners to consult directly with university officials about their events. Please contact the Office of the Dean of Students at (334) 844-1300 to receive more information about EMC or to be placed on the agenda for an upcoming meeting. Please note that the EMC meets on an as-needed basis. You will need to confirm the next meeting date.

- If your event is referred to the EMC you will need to do the following:
 - Get prepared for your presentation. You will need to make a presentation about your event to the committee. You will need to have a one-page event summary about your event. Please bring adequate copies of the summary to the meeting.
 - Be prepared to answer questions about security and/or risk management regarding the event.
 - Consider that your event may need to be relocated according to the estimated crowd and/or type of event.
 - Expect that if EMC is able to ensure that the event will be safe, successful, and secure, the event may be authorized.
 - Present your event to the committee and obtain the required signatures.
 - Potentially submit additional information to committee members if you are unable to provide it at the meeting. If this is the case, you will be required to obtain the signature of all members who request additional information.
- You will receive a copy of the Activity Authorization Form as a record of your event's approval.

VII. Promoting Your Event

For campus entities only: The first step in promoting your event should be to post your event on the university's [event calendar](#). It is free! Many offices use this as a resource when planning their events, and it is also an important way of helping others direct inquiries about your event to you.

The university also provides additional ways of advertising your event:

- Auburn Daily e-newsletter
- *The Auburn Plainsman* newspaper
- *Auburn Report*
- This Week at AU e-newsletter
- Lists of media outlets

Campus entities can submit news releases to the Office of Communications and Marketing for distribution to media; visit https://fp.auburn.edu/ocm/news_routing. Auburn University identification is required to log in, and dean or vice presidential approval is needed before submitting.

A. Signage and Publicity Regulations

The university recognizes and supports the rights of students, employees of all categories, and visitors to promote and advertise in a lawful manner in designated areas of campus. In order to maintain campus safety, security, and order; ensure appropriate scheduling and use of facilities; and preclude conflicts with academic and co-curricular activities, Auburn reserves the reasonable right to limit such activities with regard to time, place, and manner.

Please refer to page 62 of the [*Tiger Cub*](#) for the university's complete policies on signage and advertising.

In addition:

- All publicity materials should clearly identify the sponsor.
- Advertising may not occur until the location for the event has been confirmed and the event has been approved.
- Materials may not promote alcohol or drunkenness as the focus of the event.
- Posters may be placed only on bulletin boards or other spaces provided for that purpose.
- No materials may be posted on top of another. Materials that have clearly expired may be removed. Otherwise, the removal of any valid advertising materials by anyone other than an authorized university personnel is prohibited.
- Posters may not be attached to doors, walls, window, gates, sidewalks, benches, or other places not designated for poster-placement.
- Groups may not chalk or paint university property (including sidewalks).

B. Campus and Local Media

The Office of Communications and Marketing can assist with campus and local media submissions. Visit the news submission website at www.ocm.auburn.edu/newssubmission. You must have a campus ID and password to access the site.

C. Trademark Management and Licensing

Auburn University's Office of Trademark Management and Licensing regulates, promotes, and protects the use of the university's name and identifying marks, both on and off campus. Auburn's federally registered trademarks include the following words, slogans, and logos: "Auburn," "Auburn University," "Auburn Tigers," university seal, Samford Hall tower, "War Eagle," interlocking "AU," and the tiger eyes logo. Use of the combined letters "AU;" Aubie's name and likeness; and any other design, symbol, drawing, seal, word, or group of words that have come to be associated with the university also require licensing. Any design that the public may consider an Auburn trademark is an infringement on the university's trademark rights if it is not properly licensed or approved.

Only student organizations that are officially recognized by the SGA are allowed to use Auburn trademarks in conjunction with their organization's name. Products bearing the trademark of Auburn University can be produced only by companies that are licensed to do so. To order student organization T-shirts or other products, simply send or take your design to one of these approved companies, and the company will obtain design approval from the university.

By ensuring that products bearing university marks are of quality and good taste, we further promote Auburn's reputation as one of the nation's finest universities. For a list of local licensees, a complete list of licensed manufactures, or for more information concerning the university's trademark-licensing policy, please visit <http://www.auburn.edu/administration/trademark/>.

VIII. After Your Event

A. Cleanup and Damage

It is important to consider cleanup of your event in advance. In most cases, you will be able to do it yourself, but be sure you have adequate volunteers on hand. Remember to offer recycling opportunities and to utilize recycling facilities when cleaning up your event.

Keep in mind that any damage to the facility will likely be your responsibility, particularly if the responsible individual cannot be identified.

B. Evaluation

After your event, we encourage you to take some time to evaluate how it went, even if you just take a moment to jot down a few things you would do differently in the future. If you know the event will be held again, organize a binder with all the relevant information, including estimates and a planning timeline that worked well.