

Event Planning Resource Guide for English Department Faculty

Consider your Audience

Consider who you will be inviting to your event and plan it for them, not necessarily for yourself. When considering your audience, is an informal event name more appropriate than a formal, scholarly event name?

Budget

How much will your event cost? Plan a cushion for unexpected expenses, especially if guest speakers will be traveling. If you would like the English Department to sponsor or co-sponsor your event, check with the Chair to see if they are able to contribute funding. Check with Holly if you need to know balances in your own speedtypes. Should you apply for funding with other groups on campus?

Selecting a Date

Initially it's a good idea to have 2-3 possible dates in mind and then you can narrow it down based on the availability of venues, guest speaker schedules, etc. You should avoid any [university observed holidays and breaks](#) and consider avoiding any religious holidays. You can also check the [Campus Events Calendar](#) to see what other events are happening on your possible dates. Generally speaking, Friday afternoon events will have lower turnouts for events.

Booking a Venue

For large events with more than 200 people, please contact Events Planning & Catering at 303-492-8833 or submit an [inquiry form](#).

Rooms for smaller events can be reserved through the [EMS system](#). Instructions can be found [here](#).

Here is a [list of other campus venues](#) you may want to consider.

Many venues (including CBIS and Koenig) require that a designated individual be present from the beginning of the event to the end to **ensure cleanup is done and that catering is removed**. If you're unable to do this because of other post-event activities (taking guest speakers out to dinner or taking them back to their hotel), please be sure to make arrangements for another faculty member or perhaps a graduate student to assume this responsibility.

Events with registration or a ticket fee

[Eventbrite](#) is a good online registration system and is free to use if your event is free. If you will be charging a ticket fee, Eventbrite will charge you 2-3.5% + \$0.79-\$1.59 per paid ticket.

CU also has a registration platform called [StoreFront](#). Please contact Holly if you would like to set up a StoreFront for an event.

Travel

If your event involves a guest that will be traveling, contact Holly to make arrangements for airfare,

hotel, shuttle, etc. We use Christopherson Business Travel to book flights, and they charge a \$20 fee per reservation. For hotel stays, we frequently use the [Hotel Boulderado](#), the [Hilton Garden Inn](#), and the [Embassy Suites by Hilton](#). They each have CU negotiated rates that Holly can help reserve, but you can get an idea of the various costs by looking at the websites. For shuttle service to/from the airport, we use [Eight Black Airport Shuttle](#) (private cars are not generally available).

Consider the possibility that your guest speaker(s) may experience travel delays. Will you have a backup speaker, move the event to a virtual platform, or cancel altogether?

Honoraria

Contact Holly as soon as you've confirmed your speaker, and at least a month before your event, if you have a guest speaker who will be receiving an honorarium. Honorarium recipients are required to register in CU's Supplier Portal. Most honoraria are between \$500-\$1,000. Honoraria over \$2,000 require the Dean's approval, and honoraria over \$5,000 are not allowed. CU employees and students cannot receive honoraria, but they may be able to receive compensation using an Additional Pay Form. Honoraria for international guest speaker(s) will require additional paperwork and approvals that will take longer.

Catering

UMC catering menus can be found [here](#). If you decide to use outside catering, please make arrangements to have it delivered when you will be present to receive it. Also remember that not all caterers offer beverages, so you may need to make separate arrangements for drinks.

Alcohol

All venues on campus require an alcohol permit in order for alcohol to be served. All requests for alcohol permits must be submitted between 15 and 45 calendar days prior to the event. For information on this process, visit the [Events with Alcohol](#) page.

The English Department only has one speedtype that allows for alcohol purchases (our Entertainment Fund) but there is usually very little money in it so, you should not count on this as an option. Faculty generally pay for the alcohol themselves or ask attendees to donate alcohol that a TIPS-trained bartender can serve (self-service is prohibited).

Events with alcohol also require a **designated individual to be present from the beginning of the event to the end** so be sure to plan accordingly. If alcohol will be free, guests must be invited and RSVP beforehand, and someone must check them in at the door.

IT Needs

Most rooms on campus are equipped with projectors and screens. If you have reserved a room in the UMC, you can contact your event planner if you need specific equipment. In other spaces, you can contact [OIT](#).

Promoting the Event

Unfortunately, there is no longer an English Department staff member to design posters or advertise events on social media, but here are some other options:

- Ask a student to create a poster for you. Contact Holly about paying the student for the work. Please allow them 2-3 weeks to design your poster and make any edits. The student can send the final

design to the InkSpot on your behalf. You will need to provide a speedtype to charge for the copies. Please pick up the posters when they're ready and hang them yourself. See info below on where posters can be hung.

- Design the materials yourself and send them to the InkSpot for printing. When you're ready to print, you can upload your materials and order copies on the InkSpot's [website](#).
- You can hang your posters on any of the English bulletin boards in Muenzinger located in the D110/D120 hallway. If you want to hang posters in other buildings, you will need to get permission from those departments.
- Send a jpg or pdf of your poster to Bobby for the undergraduate newsletter, Rachel for the graduate newsletter, and Holly for the faculty newsletter. Student newsletters go out the first week of the month, so plan accordingly.
- Send an email directly to English Department graduate students about your event by emailing ego@colorado.edu and faculty at english-fac@colorado.edu. Email Rachel if you're having issues with using the listservs.