

Event and Conference Planning General Information

Purpose

Events at Augsburg College extend and enrich the opportunities provided by our curriculum and campus-organized activities. Each year we strive for a broad variety of intellectual, spiritual, creative and fun events across campus and in the local community.

Some events are open only to members of the Augsburg College community. Public events may include our neighbors in the Cedar Riverside area and/or the greater Twin Cities. This policy also covers Augsburg College events held outside of the college campus.

Director of Event and Conference Planning

Under the supervision of the Assistant Vice President of Marketing and Communication, the Director of Event and Conference Planning oversees all arrangements for campus events and summer conferences, including summer housing for external groups and camps. The Department of Event and Conference Planning provides advice and guidance for internal and external groups sponsoring events.

Event & Conference Planning Department

The Event & Conference Planning Department is a campus-wide resource for event planning assistance. Before beginning planning an event, the event sponsor should determine the “type” of meeting or event that will be held:

Meeting or Small Event:

A meeting or small event would be classified as a meeting or event that will be attended “primarily” by on-campus guests and with an attendance of under 25 people. These events require minimal (if any) set up and are generally not open to the public. *For detailed information, please refer to the Planning your Meeting or Small Event Section.*

Meetings or Small events may be booked by simply filling out the online Room Reservation form and providing basic details to the Event Planning office at events@augsburg.edu.

Special or Major Event:

A special or major event would be classified as any event that brings guests onto campus from off-campus. As a general rule of thumb, any event that has over 25 people attending, has one or more major meal functions and/or requires that invitations be sent to attendees would be considered a special event. *For detailed information, please refer to the Planning your Special or Major Event section.*

All special or major events require the involvement of a member of the event planning team.

Scheduling

Event hosts schedule events by first reserving an appropriate space on campus for the event, and then by listing the event on the college web calendar. Events should be scheduled at least two weeks in advance. Public events should be scheduled at least three months in advance to allow for adequate arrangements of external publicity and availability of on-campus services such as parking and space availability.

The class schedule for summer session and the following academic year will be placed into the scheduling system each year by May 1. Therefore, events of an on-going nature will only be allowed to be scheduled for one year at a time—beginning May 2 and running through the following May 1. Classes will be given priority (in most cases) for access to classrooms.

No competing events may be scheduled during major college events including Commencement, Convocations, all College Meetings, Homecoming, or other special events so designated by the President or the Dean of the College.

Additionally, events or meetings will not be scheduled on major holidays. In general, this will also extend to the weekend days surrounding the holiday (i.e. Memorial Day Weekend, Easter Weekend).

Marketing and Publicity

Event Hosts should arrange for events to be publicized on the campus at least one week in advance through the college's regular means for communicating with faculty, students and staff. Events will be publicized utilizing campus conventions including Posters, the Daily A-Mail and the Digital Display System. Inside Augsburg stories are planned, selected and written by members of the Editorial Board.

Publicity and marketing for open public events, or “invitation only” events will be coordinated through the Office of Marketing and Communication in conjunction with your event planner.

Budget

The host of the event is responsible for all expenses associated with the event. The Event and Conference Planning Department provides budget guidance upon request.

Additional Augsburg Services

Event hosts should consult with their event planner about any assistance that may be needed regarding audio-visual equipment, food and beverage, custodial services or site/room preparation. The Event and Conference Planning Department will act as the primary liaison with other campus departments to coordinate event details.