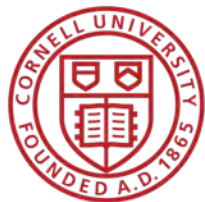




Event Planning Workshop

Monday, September 23, 2024

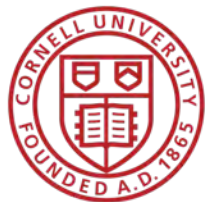


AGENDA

- ✓ **Who we are**
 - ✓ University Events Office
 - ✓ University Events Team (UET)
 - ✓ Conference Services

- ✓ **Registering Events & Requesting Space Using 25Live**
 - ✓ Accessing & Completing the 25Live Request Form
 - ✓ Approval process & timeline
 - ✓ Who needs to approve events
 - ✓ How to find locations

- ✓ **Event Logistics & Facility Requests**
 - ✓ Services Provided
 - ✓ Available items for rent – tables, chairs, tents, etc.
 - ✓ How much does it cost
 - ✓ How to request services
 - ✓ Permit Requirements



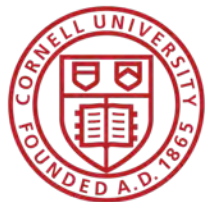
AGENDA

- ✓ **Events with Food & Alcohol**
 - ✓ Caterers
 - ✓ Food Trucks
 - ✓ Alcohol at Events

- ✓ **Event Safety & Security**
 - ✓ Cornell University Police Department
 - ✓ EHS & Fire Marshall Office

- ✓ **Risk, Liability & Insurance**
 - ✓ Insurance Requirements for vendors
 - ✓ Working with minors
 - ✓ High Risk Events & Activities

- ✓ **Contracts & Working with Outside Vendors**
 - ✓ Contract process – Offers, Acceptance, Agreement
 - ✓ Editing a Contract
 - ✓ Process for University Departments & University Sponsored Student Organizations



AGENDA

- ✓ **Fundraising & Sales Activity**
 - ✓ Selling things on campus
 - ✓ Working with community businesses
 - ✓ Vendors on campus

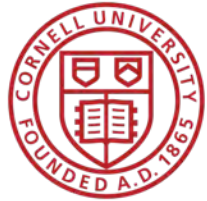
- ✓ **Using Cornell's Name, Logo & Artwork**
 - ✓ Applying for approval
 - ✓ Available tools
 - ✓ Approved vendors

- ✓ **General Event Planning Information**
 - ✓ Event Planning Website
 - ✓ Making events accessible
 - ✓ Sustainable events
 - ✓ Ticketing options
 - ✓ High Risk Events
 - ✓ Legal Issues



Who We Are

Event Planning Workshop
Monday, September 23, 2024



WHO WE ARE

University Events Office

- Unit within Conference & Event Services
 - Campus Life Enterprises
 - Student & Campus Life

- Areas of responsibility include:
 - Commencement Programs (May & December)
 - Bailey Hall Operations
 - Non-Athletic Ticketing
 - University Events Team (UET)
 - Faculty-In-Residence Program – Programming
 - 25Live Event Registration
 - General Event Consultation
 - www.EventPlanning.Cornell.edu website



WHO WE ARE

University Events Office

- Event Resources available to event planners
 - Yellow 'EVENT STAFF' safety vests (for outdoor events, traffic control, etc.)
 - Red 'EVENT STAFF' usher vests (for use at indoor events for ushers or event staff)
 - Bike Rack covers branded with Cornell's logo
 - Contract/Rider review
 - General event questions
 - Event Policy interpretation
 - Ticketing and Box Office Services (ticket printing, on-line tickets)



WHO WE ARE

University Events Team (UET)

<http://scl.cornell.edu/UET>

- Formerly called Events Management Planning Team (EMPT)
- Made up of representatives from various university offices:
 - Conference & Event Services/University Events
 - Campus Activities
 - Commencement Programs
 - Cornell Dining
 - Cornell Police
 - Emergency Management/Public Safety
 - Environment, Health & Safety/Fire Marshall's Office
 - Facilities Management
 - Media Relations
 - Parking & Transportation Services
 - Risk Management & Insurance
 - University Relations



WHO WE ARE

University Events Team (UET)

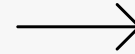
<http://scl.cornell.edu/UET>

- Meets weekly (as needed) – Thursdays at 3:00 pm (virtually)
- Can set up separate meetings to meet with event planners as needed
- Core group involved with major event planning (Slope Day, Commencement, Homecoming, etc.)
- Primary areas of responsibility include:
 - Review events submitted to 25Live
 - Consult with event planners; provide guidance & direction
 - Policy interpretation
 - Review and maintain the Event Planning Policy
 - Develop policies & procedures around event planning

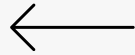
Who We Are



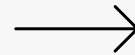
Planning Team



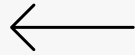
Events We Support



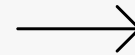
Department Conferences



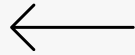
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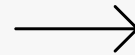
Summer Programs



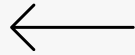
Events We Support



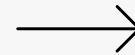
Youth Camps



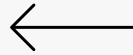
Events We Support



Weddings and Private Events



CES Planners



Contact Us



Fee-for-service Conference and Event Planners, dependent on the length of your program and services requested.

Our team can help you navigate the University's portfolio of event space, housing accommodations, dining and catering, registrations, accounting, event staffing, and other related services.

We take care of logistics, allowing you to focus on the content of your event, while we work behind the scenes to ensure everything is ready to go.



Cornell Dining Ivy Plus

- Event Materials
- Event Space
- Rentals
- Vendor Procurement
- Photographer
- Catering
- Account Management
- Facilities Tickets
- Staffing
- Signage



American Arachnological Society

- Website
- Registration
- On-campus Housing
- Transportation
- Wine and Waterfall Tours
- Event Materials
- Event Space
- Catering
- Account Management
- Staffing



4-H Career Explorations

- On-campus Housing
- Dining
- Catering
- Youth Program Compliance
- Bus Passes
- Event Space
- Multi-invoicing
- Building Access and Keys



Weddings and Private Events

- Contracting
- Insurance
- Event Space
- Day-of Coordination
- Catering
- Event Diagramming
- Event Rentals



Stefanie, Beth, Max, Amber, Jimmy

Contact Us

Phone: 607-253-8368

Email: conferences@cornell.edu

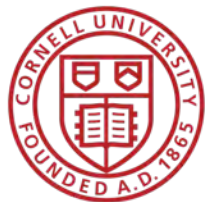
Event Inquiry: on our [website](#)

Reach out to one of our planners!



Registering Events & Requesting Space Using 25Live

Event Planning Workshop
Monday, September 23, 2024



25LIVE

Event Registration and Space Reservation

<http://scheduling.cornell.edu>

Basic Guidelines & Procedures

- Most events require two (2) weeks' notice (four weeks for larger, more complex events)
- Used for both Academic and Event Scheduling
- Same form used to request space and register event
- Event planning tools and resources are available
- Provide basic event details (title, sponsor, type of event, estimated attendance, date/time, etc.)
- Enter or search for location – use 'location not found' if location is not listed (note location may already be booked)



Event Registration and Space Reservation

<http://scheduling.cornell.edu>

Answer basic questions about your event

- Food/alcohol, and follow-up questions
- Sound, amplified sound, production company
- Outdoor activities, animals, drones, etc.
- Activities (athletic/recreational, inflatables, etc.)
- Audience: Minors, community members, etc.
- Setup description, decorations – upload a diagram
- Speaker, artist or dignitary
- Sales activity, fundraiser
- Use of Cornell's name, logo or artwork
- Parking/Traffic needs
- On-site contact person
- Details of event

25LIVE



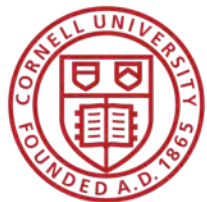
Event Registration and Space Reservation

<http://scheduling.cornell.edu>

What happens next?

- Scheduler and appropriate UET members are notified
- Scheduler has five (5) days to 'assign' the space
- UET members review the event details; reach out to planner for additional information, if necessary
- Once all approvals are provided, event is 'confirmed'

25LIVE



Event Registration and Space Reservation

<http://scheduling.cornell.edu>

Tips & Tricks

- Editing your form or cancelling your event
- Why won't my form submit?
- How do I know who the scheduler is?
- How can I get more information about a location?
- How can I communicate with the scheduler or UET approvers?

25LIVE



25LIVE

Event Registration and Space Reservation

<http://scheduling.cornell.edu>

Final Thoughts

- Be specific, and provide as many details as possible – the more details you provide, the faster the event will be approved
- UET Approvers are assigned based on your responses
- You may be asked to provide more information, and/or attend a UET meeting to discuss your event
- Providing inaccurate, incorrect, or incomplete information will cause a delay in approving your event, or cause your event to be cancelled altogether
- Only use approved vendors (food, alcohol, production, etc.)
- Check the university calendar for conflicts

Questions, issues with 25Live? Contact scheduling@cornell.edu



Event Logistics & Facilities Requests

Event Planning Workshop
Monday, September 23, 2024



FACILITIES

Event Logistics & Facilities Requests

<https://fcs.cornell.edu/services/event-support>

Event Related Services

- Arranging existing furniture or procuring specialty items
- Electrical hookup and onsite electrician
- Interior or exterior clean up before, during, and after an event
- Interior or exterior wayfinding signage creation and placement
- Permits for stages and tents (if needed)
- Pickup/delivery services; outside rentals (i.e. pipe & drape)
- Promotional material placement (banners, light pole signage)
- Recycling and sustainable refuse removal
- Short term storage
- Tent site preparation, including underground utility discovery and lawn maintenance
- Weight load determination
- Permits – tents, stages, structures (i.e., inflatables)



FACILITIES

Event Logistics & Facilities Requests

<https://fcs.cornell.edu/services/event-support>

Available for rent (no rental fee – may be delivery/setup fees)

- Chrome stanchions 3'
- PVC stanchions 3'
- Coat racks (holds 50 coats each)
- Tent (10x10)
- 4x8 alum w/ black top staging
- 3x3 Aluminum frames for extra tall signs
- 175kw Generator
- Barricades
- Cones
- Sandbags
- Recycle cans
- Exterior garbage cans
- Accessible ramp- 80' long
- Folding chairs (metal)
- 6' rectangular tables
- Barton full curtain
- Barton 1/2 curtain (IRL wall only)
- Wood signpost 2"x2"x8'
- Presidents podium with seal
- Open podium (2 wood; 2 black)
- Three flag set- Cornell, US, NYS flags
- Pedestal fans
- 10x10 pop-ups
- PVC stanchions 8'
- Radios
- Portable sound system, mic and stand



FACILITIES

Event Logistics & Facilities Requests

<https://fcs.cornell.edu/services/event-support>

How to request services?

- Visit website and follow link to 'Request Services or Support for Your Event'



- Allow at least four weeks advance notice if you are requesting an estimate for your event. Work requests should be created at least two weeks prior to the event so we are able to provide the best possible service for your function.

- For additional information, contact:

Julie Parsons

Facilities Events and Training Manager

607-255-3751

event_support@cornell.edu



Events with Food or Alcohol

Event Planning Workshop
Monday, September 23, 2024



Events with Food or Alcohol

<https://scl.cornell.edu/get-involved/campus-events/food-food-safety-events>

Food at Events

- Utilize Cornell Dining/Catering when possible
 - Express Menu
 - Full Catering Menu
 - Drop Off Service
- Outside caterers must be on Approved Caterer List
- Try to avoid pot-lucks or shared food – use prepackaged foods when possible
 - Include list of ingredients
 - Understand basic food handling guidelines
 - May require food permit from Tompkins County
- Not concerned with delivery/fast food (i.e., donuts, pizzas, etc.)
- Be specific on your event registration form
- Be sure to clean up after your event



Events with Food or Alcohol

<https://scl.cornell.edu/get-involved/campus-events/food-food-safety-events>

Alcohol at Events

- Only university departments and graduate/professional student organizations allowed to have alcohol
 - Few exceptions for undergraduate student organizations (Senior Class Council and Slope Day)
- Your event must be registered in 25Live prior to contacting Risk Management & Insurance
- Any event with 50 or more attendees must have a licensed caterer provide the alcohol
- Cornell Catering is great resource
- Must have food and non-alcohol beverages available
- Responsible person on site
- Note that some buildings with liquor license that do not allow outside caterers
- Review University Policy 4.8, Alcohol and Other Drugs



Events with Food or Alcohol

<https://scl.cornell.edu/get-involved/campus-events/food-food-safety-events>

Food Trucks

- Event hosts must adhere to the Cornell EH&S Food Truck Operating Procedures
- Event request submitted at least 4 weeks in advance of event
- Food trucks must be registered and approved through the City of Ithaca and display the appropriate permits
- Location and site safety inspection completed and approved by the University Fire Marshal's Office prior to serving
- Food trucks must be on Approved Caterer List
- Food trucks may not sell directly to event attendees - there are two options for food trucks providing food during events:
 1. Event sponsors contract with a food truck for catering services. For example, an event sponsor agrees in a contract to pay a food truck \$2,000 for a certain amount of food to be served during an event; or
 2. Event sponsors provide, or sell, food truck tickets to event attendees. Event attendees use those tickets to obtain food.



Event Safety & Security

Event Planning Workshop
Monday, September 23, 2024



Event Health & Safety

<https://ehs.cornell.edu/campus-health-safety/event-management>

Health & Safety

- Managed by Cornell's Environment, Health & Safety Department (EH&S), including the Cornell Fire Marshall's Office
- EHS Oversees:
 - Crowd Management Training
 - Event Layout & Setup Approval (locations, chairs, stages, etc.)
 - Displays & Decorations
 - Fire safety, including cooking equipment, grilling
 - Indoor fireplaces
 - Permits:
 - Open flames and burning
 - Food trucks
 - Tents and stages (with Facilities)
 - CU Emergency Medical Service (CUEMS)
 - Infectious Disease Prep

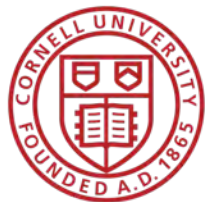


Event Safety & Security

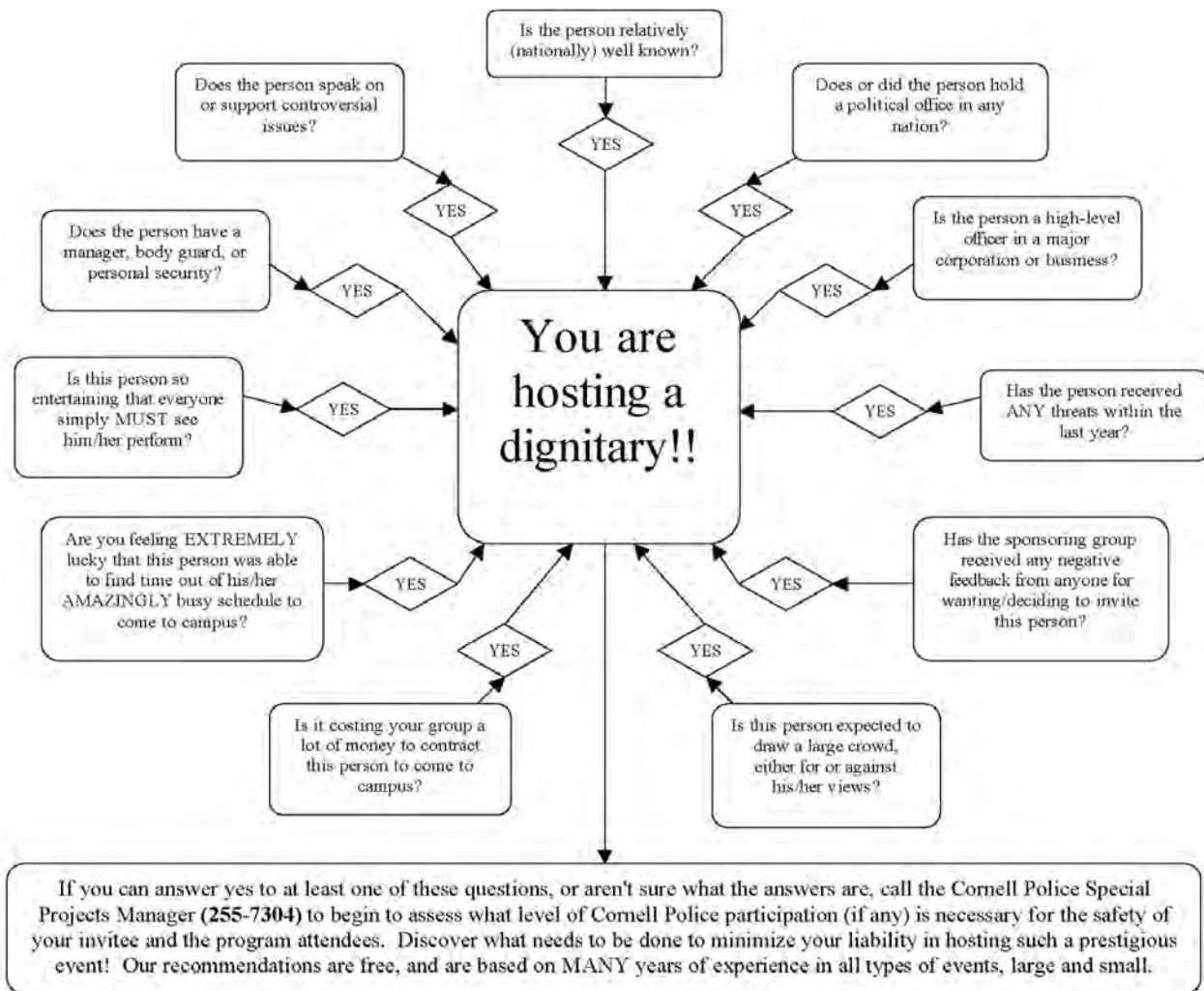
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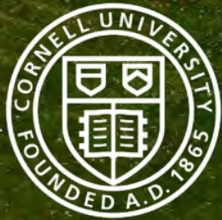
Event Security

- Managed by Cornell University Police Department (CUPD)
- Departments are responsible for any security related fees, including CUPD and/or outside security
- Possible disruptions/protest activity
- Work with UET and CUPD to coordinate or request coverage
- Security may be CUPD uniformed officers, or outside security
- Security personnel can assist with bag checks, ticketing, crowd management
- For high-profile speakers, CUPD will often conduct a threat assessment, and work with the event sponsor to determine appropriate coverage
- Work with CUPD and UET as soon as you are thinking about inviting a dignitary



SAFETY & SECURITY





Risk Management & Insurance

Event Planning Workshop
Monday, September 23, 2024



Risk Management & Insurance

<http://risk.cornell.edu>

Risk Management & Insurance

- Overseen by Cornell's Office of Risk Management and Insurance
- Can provide Certificates of Insurance (off-campus activities, caterers, outside providers, etc.)
- Maintains preferred and approved vendors' list, including caterers & food trucks
- Waivers for high-risk events (including athletics/recreation activities) – including special waivers for minors
- Use of drones
- Incident Reporting
- Events involving youth (under 18)



Risk Management & Insurance

<http://risk.cornell.edu>

Children & Youth Safety

When to contact Children & Youth Safety:

- Plan or register camps, programs, activities, and events that involve minors
- Determine camp, program, activity, or event requirements in accordance with University Policy 8.8, The Protection of Minors and Abuse Reporting
- Discuss or navigate children and youth safety questions or concerns
- Report incidents involving children or youth during camps, programs, activities, and events
- <http://youthsafety.cornell.edu>



Contracts

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CONTRACTS

Contracts

<https://scl.cornell.edu/get-involved/campus-events/contract-negotiation>

Contract Basics

- A contract is a legally binding agreement between 2 or more parties
- Never sign a contract until you can meet all the terms
- Do not sign a contract or make an offer until you have secured all the funding you need to pay for the event and location
- Contract vs. Rider – understand the difference
- Know and understand the contract terms and who can sign a contract
- Contracts for events sponsored by a university department must be reviewed by Counsel's Office and Risk Management & Insurance
- Check with your Business Center to determine best method and process for payment – don't assume deposits and/or travel reimbursements are acceptable terms
- The University Events Office staff is available to help and can review contracts and riders for your event



CONTRACTS

Contracts

<https://scl.cornell.edu/get-involved/campus-events/contract-negotiation>

Editing a Contract

- It's ok to cross out or change terms within a contract
- Always check to be sure details are correct – pay special attention to event details such as time, date, location, fee, ticket prices, etc.
- Understand the difference in decision making when it comes to contract terms and conditions:
 - Business Decision: You take the risk on whether you want to agree to the term (i.e., you must pay full price to the artist/speaker in case of bad weather)
 - Legal Decision: These are Cornell requirements. For example, if the artist will not agree to Cornell's insurance requirement, this is what we often refer to as a 'deal-breaker' as Cornell will almost always require insurance.



CONTRACTS

Contracts

<https://scl.cornell.edu/get-involved/campus-events/contract-negotiation>

Contract Review for University Departments

- For most larger events, consider meeting with the University Events Office before submitting an offer for events over \$10,000
- When offer is accepted, and contract is received, review contract to be sure basic information is accurate (date, time, location, fee, ticket prices, schedule of events, etc.)
- Send contract to Counsel's Office and Risk Management & Insurance for review (*optional: meet with University Events Office first to go over basic contract terms & conditions*)
- If OGC and/or RMI make changes, send changes back to artist/agency for approval
- Contracts must be signed by a designated person within your department – typically a Dean or Director. They may have appointed signature authority to others.
- Allow up to 4 weeks for this process (longer for new agencies, or larger contracts)



Fundraising & Sales Activity on Campus

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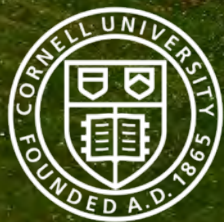


Fundraising & Sales Activity on Campus

<https://scl.cornell.edu/sub/get-involved/campus-events/fundraising-and-sales-activity>

Fundraising & Sales

- University Relations approval is required for all sales activity, including fundraisers
- 25Live request must be submitted at least three (3) weeks in advance
- Food sales approved by Cornell Dining
- Local suppliers preferred
- Sellers must be from Cornell community (students, faculty, staff) – outside vendors are not permitted to sell on campus
- Outside vendors may not come on campus to conduct business, including (but not limited to) advertising their company or products
- Proceeds used for Cornell programs or charity
- If selling food, encourage the use of prepackaged/pre-sealed food items, and include ingredients



Using Cornell's Name, Logo & Artwork

Event Planning Workshop
Monday, September 23, 2024



ARTWORK APPROVAL

Using Cornell's Name, Logo & Artwork

<http://brand.cornell.edu>

Artwork Approval

- University Relations – Brand Center approves all requests
- University Policy and licensing program oversees use of the Cornell name and trademarks
- Ensure Cornell logos, names and marks are used properly
- Merchandise includes t-shirts, caps, mugs, pens, banners, stickers, etc.
- Use approved vendors only
- Submit request for design approval for each item separately prior to ordering
- Do NOT order items without approvals from Cornell's Brand Center



General Event Planning Information

Event Planning Workshop
Monday, September 23, 2024



General Event Planning Resources

<http://eventplanning.cornell.edu>

Event Planning Website

- Reserving Space & Event Registration
- Accessible meetings & events
- Outdoor Camping
- Interim Expressive Activity Policy
- Contract Negotiation
- Event Health & Safety
- Events & Risk Management
- Events Involving Youth
- Events with Food & Food Safety
- Events with Alcohol
- Facilities Event Support/Tents
- Fundraising & Sales Activity
- Insurance
- Merchandise Approval
- Sustainable Events
- Ticketing
- Using Music & Sound Effects



General Event Planning Resources

<http://eventplanning.cornell.edu>

Ticketing Options

- Non-Athletic Tickets administered by University Events Office
- May be required by UET for larger events
- CornellTickets.com – free and paid ticketing – new ticketing system
- CampusGroups – free ticketing
- Benefits to on-line ticketing
- Equipment available, or use personal devices to scan
- Hard printed tickets available
- Settle finances to university accounts
- Reasonable fees
- Contact:

CornellTickets@cornell.edu

<http://CornellTickets.com>



General Event Planning Resources

<http://eventplanning.cornell.edu>

Making Events Accessible

- Understand what disabilities are, and what your obligation is as an event planner
- Accessible Meeting & Event Checklist
 - ✓ Room selection & setup
 - ✓ Appropriate wording for promoting events
 - ✓ Best practices for livestreaming and how to make presentations and webinars accessible
 - ✓ Emergency procedures
 - ✓ Interpreter and captioning resources
- Contact:
 - accessibility@cornell.edu
 - <http://accessibility.cornell.edu>



General Event Planning Resources

<http://eventplanning.cornell.edu>

Making Events Sustainable

- Sustainable Campus Office oversees the Sustainable Event Program
 - ✓ Sustainable Event Checklist
 - ✓ Sustainable Event Certification
- Consultations with the Campus Sustainability office to help with planning and certification available
- Awards & Recognition for Sustainability
- Contact:
 - sustainability@cornell.edu
 - <http://sustainablecampus.cornell.edu>



General Event Planning Resources

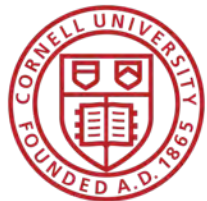
<http://eventplanning.cornell.edu>

Media Relations

- For events that might attract media attention, please ensure you connect with the communications lead for your college, school, or unit, and/or notify Media Relations at mediarelations@cornell.edu

Parking & Transportation

- Road Closures
- Reserved Parking Spaces
- Larger vehicles on campus
- Contact: Transportation Services at transportation@cornell.edu



EVENT RESOURCES

General Event Planning Resources

<http://eventplanning.cornell.edu>

High Risk Events

- Casino Nights, raffles, lotteries, etc. – understand the laws & University Policies
- Athletic events, tournaments, Fun Runs, 5Ks
- Large-scale concerts, comedians
- Off-campus events
- Inflatables, stages, tents



General Event Planning Resources

<http://eventplanning.cornell.edu>

Legal Issues

- Copyright & Licensing – understand what you may and may not broadcast, record, duplicate, etc., especially when involving music and sound effects. Visit <https://guides.library.cornell.edu/copyright> for more information about Cornell’s resources regarding copyright.
- Filming On Campus – Approval is required for all requests to film on Cornell’s Campus and/or property. Visit the Event Planning website for more information.
- Showing Movies On Campus – in most cases, the sponsor must purchase the rights to show the film publicly. Different Policies exist for educational use.
- Expressive Activity Policy – New Policy will be presented soon.
- Permits – Noise Permit, Stage Permit, Tent Permit, etc.

Understand the resources available to you: Counsel’s Office, Risk Management, University Relations, Events Office, CUPD, etc. Always ask questions if you’re not sure.



Thank You

Cornell University Events Office
<http://eventplanning.cornell.edu>
events@cornell.edu
(607) 25-EVENT (253-8368)