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Step-by-Step Event Planning Guide

## **9 Simple Steps for Planning Music Events at Lewis & Clark**

for Music Department Faculty and Staff

### **STEP 1** Consider Your Event Budget

Do you have a budget for your event?

Do you know how much to estimate for each aspect of your event?

*NOTE: Depending on how the event is classified (see included event category framework), fees for venues, event equipment, printed materials and/or event management services may apply.*

### **STEP 2** Select Event Date(s) Carefully

Do your event dates conflict with an annual L&C signature event (e.g. New Student Orientation, Homecoming and Family Weekend, James Rogers Music Concert, symposia, Admissions events, Commencements, Alumni Weekend, etc.) or other major institutional events?

Is the date you've selected already identified as a "red flag date" due to other scheduled events at the College expected to draw a significant number of guests to Lewis & Clark and fully utilize our event resources (e.g. parking lots, Facilities Services labor, Campus Safety labor, etc.)?

*Not sure?*

- Check the Academic Calendar
- Check PubComm's calendar advertising events on the Lewis & Clark web site, [www.lclark.edu/calendars/events](http://www.lclark.edu/calendars/events)
- Consult the PEC for "red flag dates" when events are already scheduled at Lewis & Clark, and no additional performances can be scheduled.

### STEP 3 Request Event to be Scheduled

#### For First Priority | Internal Music Events

- Class-related concerts for the 2018-19 academic year shall be proposed Spring semester 2018.
- Once class-related concerts are scheduled for the following academic year, additional performance events may be proposed.
- Email the Music Department's Performance Events Coordinator (PEC) to propose performance events (e.g. faculty solo and group performances produced as part of employment commitments with Lewis & Clark, junior and senior student recitals, invited musicians performing in a Music Department-produced performance).

#### For Second Priority | Music Events Produced in Collaboration with Lewis & Clark

1. Email the Music Department's Performance Events Coordinator (PEC) to propose date options for music-related events (e.g. faculty performances produced independently — not part of employment commitments to Lewis & Clark, musical events produced by non-profit organizations working with the Music Department to share resources and costs to produce a performance).
2. Email the PEC with a complete production schedule at least **six weeks** ahead of the event date (including equipment load-in needs, piano tunings, talent arrival needs, AV and sound check needs, etc). No event proposals will be entertained without this detailed event information.
3. Once the PEC confirms the proposed dates are available for a music event, then complete Lewis & Clark's [Music Event Proposal Form](#) to clearly detail the benefit of collaborating with the external organization/program to hold the event at Lewis & Clark.

PROPOSAL REVIEW STEPS: *Music event proposals are (1) received by the PEC, (2) an in-person meeting takes place between the PEC and the faculty member proposing the event to discuss associated event-related costs, (3) proposal is reviewed by the Music Department Chair. If the collaboration is deemed a good fit for Lewis & Clark, then the proposal is forwarded on to the (4) Music Department faculty, and (5) the Director of Conferences and Events for final review and approval.*

4. **Pricing rates subject to review.** Lewis & Clark retains the option to pass all or partial event-related costs on the external organization for reimbursement.
5. If approved, the PEC will initiate a non-binding *Memorandum of Understanding* to be agreed upon by the collaborative group and the Lewis & Clark's VP for Business and

Finance. Next, the Conferences and Events office will proceed forward to schedule venue(s) and send a *Facilities, Services, and Equipment Agreement (Lewis & Clark's standard contract)* to the authorized representative of the external organization for signature.

**IMPORTANT:** Events held at Lewis & Clark cannot be announced or advertised until: (1) final approval to schedule the event has been given by the Conferences and Events office, and (2) the *Facilities, Services, and Equipment Agreement (Lewis & Clark's standard contract)* has been signed by the authorized representative of the external organization and returned to the Conferences and Events office. **The faculty member submitting the proposal is responsible for communicating this expectation to the external organization/program organizer during their initial discussion about the possible collaboration.**

6. Along with the signed Agreement, the Client will be required to provide a certificate of insurance (COI) for general liability coverage (and sexual molestation insurance coverage if the event is designed for minors under 18 years of age) naming Lewis & Clark as additional insured.

#### **For Third Priority | External Music Events**

- For performances and other types of events that are the initiative of an external organization or private individual, developed independently, and do not qualify as “second priority” type events, the organizer shall be referred to the Office of Conferences and Events for venue rental assistance.
- The external organization/program organizer (the Client) will receive **Standard Rate** pricing. The Events office staff will prepare a *Facilities, Services, and Equipment Agreement* for the external organization to sign, and will collect from the Client a certificate of insurance (COI) for general liability coverage (and sexual molestation insurance coverage if the event is designed for minors under 18 years of age) naming Lewis & Clark as additional insured.

#### **STEP 4 Request Equipment for the Venue(s)**

- Tables, chairs, custodial cleaning, and other equipment for the event venue(s) are ordered through the PEC (for First and Second Priority Events), and through the Conferences and Events Office, [events@lclark.edu](mailto:events@lclark.edu) (for Third Priority Events).
- The deadline for submitting a finalized event set-up request is ten **(10) business days** prior to your event.

#### **STEP 5 Finalize an Event Management Plan**

- Keep accessibility issues in mind. All events open to the public or the Lewis & Clark community at-large should be held in rooms that have wheelchair accessibility as well as access to accessible restrooms.

## **STEP 6** Request Audio-Visual and Stage Management Services

- The deadline for submitting a finalized AV equipment and tech request to the Events AV department, [eventsav@lclark.edu](mailto:eventsav@lclark.edu), is **five (5) business days** prior to your event.
- The deadline for submitting a finalized stage management services request to the PEC is also **five (5) business days** prior to your event.

## **STEP 7** Place Food & Beverage Orders

- Please submit finalized Catering request to Bon Appétit, [catering@lclark.edu](mailto:catering@lclark.edu) or 503-768-7888, ten **(10) days** prior to your event.

## **STEP 8** Advertise

### **For Music Events Produced by Lewis & Clark:**

- Please consult with the PEC for advertising or marketing assistance.
- Contact the president's office, the provost, and the offices of the deans to invite them to the music event.
- Notify the CAS Admissions, Alumni and Parent Programs, and Institutional Advancement offices to share information about the upcoming music performance that can be passed on to interested families, alumni, and donors.

### **Free Ways to Promote Your Lewis & Clark Music Event:**

- Promoting your campus event is easy. For instructions, click this URL, <http://www.lclark.edu/live/news/5104-how-do-i-promote-my-event>
  - Take advantage of Lewis & Clark's digital screens scattered across the three campuses.
  - Advertise in *The Source*
- To promote your event on the *The Bark* undergraduate student news web site, click this URL: <https://college.lclark.edu/student-life/current-students/contribute>

## **STEP 9** Stuck? Connect with the Performance Event Coordinator (PEC) or the Office of Conferences and Events