WHEN SHOULD I INVOLVE THE EVENTS MANAGEMENT OFFICE (EMO) IN MY EVENT?

- There are many reasons to involve EMO in your event. These include:
  - If this is the first time the event has been held
  - If the event is for an external group
  - If multiple campus departments and/or organizations are involved
  - If multiple audiences (faculty, staff, students, Alumni & Friends Network, external) are participating
  - If number of attendees exceed 250
  - If extensive parking and classroom/spaces are required
  - If campus customer service providers are required (Sodexo, Facilities, Public Safety, Media, Canon Copy Center).

HOW DO I GET EMO INVOLVED?

Please fill out the EMO Intake Form for additional information and next steps. Contact Events Management at 781-239-5265 or at eventsmanagement@babson.edu if you have any questions.

HOW DO I KNOW IF MY EVENT IS INTERNAL OR EXTERNAL?

- An Internal event is an event taking place on campus that is planned, executed, and programmed by Babson faculty, staff, or students. The audience for an internal events must be primarily Babson community members. No formal approval by EMO, other than for space, is needed for an internal event.

- An external event is any event hosted on campus by a group external to the campus community. The event must comply with the College’s External Event Policy and have a Babson Sponsor in order to be approved. (The Babson Sponsor must be a current faculty, staff or governance member and the event must be in alignment with the sponsor’s job function at the College). See External Event Policy and External Request form for specific guidelines. Once approved, a signed original contract and proof of insurance (COI) must be provided by the external group and is required for all external events before space can be secured.

HOW DO I KNOW WHAT I NEED?

Below please find a detailed summary of each area to consider when planning your event:

- Room Reservations: Visit EMS to view appropriate available spaces when deciding on a date for your event. Once you find a date and space that works for your group, request the space in EMS. We recommend waiting until you receive a second confirmation email noting that your space has been APPROVED before publishing information about your event.

- Catering: Provides food & beverage, bar service, linens, flowers, wait staff, etc.
  - Sodexo is Babson’s exclusive Campus caterer. You need to meet with the catering manager to review your food and beverage needs prior to booking. They are the experts!
If catering for your event is required, please contact the Sodexo Office to book your needs online at babsoncatering.catertrax.com or call them at 781-239-5259. Please place your order at least 2 – 3 weeks in advance of your event.

If your group determines that Sodexo cannot meet your needs (view guidelines in Babson’s Alcohol and Catering Policy), a third-party caterer may be selected from the College’s vetted and approved vendors.

- **Alcohol**: Requirements and restrictions below.
  - Babson College has a strict alcohol policy that must be adhered to with no exceptions.
  - Please review the Alcohol and Catering Policy and contact Sodexo with questions.
    - Only beer and wine may be served on campus.
  - All groups must use Sodexo for their catering and alcohol needs.
    - Groups cannot bring in their own alcohol to be served at an event.
    - Corporation/brewer distributor donations of alcohol and wine tastings – contact the Events Management Office to discuss.
  - IMPORTANT: For all events occurring on the Babson College campus (excluding Roger’s Pub and the Babson Executive Conference Center), any group that is charging a fee for guests to attend any portion of the event MUST secure a one day liquor license from the Town of Wellesley through the Events Management Office no less than 45 DAYS PRIOR TO THE EVENT.
  - Babson Public Safety Officer(s) are required on site for all events where alcohol is served.
    - See Public Safety section below for information on requesting a detail.

- **Facilities**: Facilities provides set-ups for all events. ALL event set-ups MUST be submitted in your space reservation in EMS. These should be added to your reservation **2 weeks in advance**, with all changes made no later than 48 hours in advance of your event. Examples of setup requirements include:
  - Tables (6’ or rounds) and chairs (set as: theater, dining, conference style, etc)
  - Trash cans and recycling containers
  - Podiums
  - Easels and flipcharts (NOTE: you must provide your own markers)
  - Electrical Needs - extension cords and power strips
  - Staking directional signs for event location and parking
  - Hanging of banners
  - Coat racks
  - Tables for registration, sponsors, panels, etc. (NOTE: Sodexo provides ALL linens/skirting)
  - Decorations (trellis, fichus trees, etc.)
  - International, Mass, USA, and Babson Flags:
    - The Events Management Office owns the international flags. If you require flags for your event, please fill out a flag request form and your request will be reviewed and approved or denied. If your request is approved be sure to include flag setup in your logistics in EMS.

- **Signage**: Facilities will insert your 11x17 printed signs in the Babson sustainable signs and stake throughout campus.
  - Welcome signs with event name and location (gates)
  - Directional signs to Lots/Buildings (staked)
    - Do not exceed more than three along campus roads.
  - Print sign in LARGE letters on 11x17 paper
  - Include a request to stake signage in your EMS facilities requirements.
  - Signs themselves must be delivered to Facilities in the Sullivan Building at least 5 days before the event.

- **Media Services**: Any technology requirements that are not in the space, including:
- DVD Players/TV/VCR’s
- Microphones (tabletop, podium, hand-held microphones, lavalieres)
- Computer and Video Presentation hook ups/overhead projectors
- Lighting & Sound
- Video Recording (for basic recording of entire program)
  - For video recording to be edited and/or used for marketing purposes, please contact College Marketing and submit a request through JIRA.
  - Video release forms and notification signs are required
- Simulcasting capabilities: Adobe Connect, Elluminate, Breeze, etc...
- Please submit requests to support@babson.edu 30 days prior to your event.

- Public Safety:
  - Provides detail officers for alcohol service
  - Provides an officer to lock or unlock buildings/rooms
  - Provides detail officers for parking requirements and crowd control
  - Should be notified which parking lots will be used for your event
  - Should be notified when buses or other large vehicles will be parking on campus
  - Please fill out the online form to schedule a detail officer

- Canon Copy Center:
  All print collateral and signage:
  (with the exception of 11x17 sustainable signs, which can be printed on any standard copier/printer.)
  - Signage with event names and location for indoor easels
    - Send file as a PowerPoint presentation to canoncopycenter@babson.edu
    - Medium signage 18”x24” for rooms, welcome, and directional
    - Large 24”x36” for marketing posters, conference schedules, etc.
    - Foam core and/or laminated

- Marketing
  - Contact marketing via a JIRA ticket for all collateral, videography, emails, logos, etc.
  - Hire a photographer for your event – student or professional.
    - Marketing can provide names of student photographers on campus.
    - When photographing or recording your event, you MUST include signage notifying participants that a camera will be present at the event and by attending they are consenting to be photographed.

- Risk Management
  - Release Forms – if your event is being recorded, photographed, and/or if there is a speaker or performer, specific release and agreement forms may be required
    - Contact Office of the General Council for Image and audio release forms
    - Visiting speaker or performer agreement
  - If outside vendors are being used for the event (performers, exhibitors, sponsors, etc.), proof on insurance (COI) will be required. Contact Risk Management for details PRIOR to signing contracts or paying deposits.
  - Certain events that involve vendors other than Sodexo providing food MAY require a permit from the town of Wellesley. Contact Risk Management right away if your event involves food vendors, as the permitting process must be completed at least 30 days prior to the event.

**WHAT STEPS SHOULD I TAKE TO PLAN MY EVENT ON CAMPUS?** In addition to the below information, use EMO’s helpful event checklist to plan your event.

1. **Find a date:** Check the Babson Calendar to make sure there are no conflicting events.
STOP. THINK. COLLABORATE! Are there opportunities to partner with other departments or groups that will enhance your event and your audience?

- Contact EMO to vet your date and check for conflicts if your event includes a large portion of the Babson community.
- EMO also keeps an internal calendar of events, including large campus and Institutional events.

2. Reserve Campus Space: First determine the event type (conference, dinner, reception, etc.), the number of attendees and your set-up requirements (a tiered classroom vs flat space) to determine the best location for event.

- Visit EMS to check for available space and to REQUEST the space(s) that are appropriate for your needs. Please note – your room is NOT reserved until you receive a second confirmation email saying your space has been approved.
  - Remember – date flexibility is important not only to obtain your preferred space, but also to ensure maximum attendance at your event (minimize event conflict).
- For details and questions on EMS, visit [http://www.babson.edu/offices-services/events-management-office/ems-resources/Pages/home.aspx](http://www.babson.edu/offices-services/events-management-office/ems-resources/Pages/home.aspx)

3. Calendars: Once the event and date are confirmed, post your event to the Babson Calendar if applicable. Most campus departments have a Calendar Delegate to add events to the Calendar, please consult yours. If you do not, please use the Open Entry Form.

4. Contact Campus Service Providers:
   a. Catering: email catering@babson.edu or if you have previously been set up with a catering account at [https://babsoncatering.catertrax.com/shopcustadminlogin.asp](https://babsoncatering.catertrax.com/shopcustadminlogin.asp), log in and submit your request.
   b. Media: To reserve audio visual needs such as microphones, projectors, or a technician to support your event, email support@babson.edu with the details of your event, time, location, and needs.
   c. Facilities: Include all setup requirements and needs from facilities in your EMS reservation.
   d. Public Safety: submit a request online if your event has alcohol or will require a public safety detail for crowd control or traffic. For questions, contact 781-239-5555.
   e. Marketing: Submit all requests for collateral, emails, video, etc. through JIRA.

5. Logistics: If your event includes multiple service providers, as listed above, and/or is taking place in multiple spaces, you are required to draft a cohesive logistics document and attach to your booking in EMS for facilities (room setup) as well as email to the other service providers listed above.

Logistics should be added to your reservation 1-2 weeks in advance of your event. If changes occur after first logistics submission, please make certain you update the original and re-attach in EMS. View sample logistics here.

For changes to your logistics within 48 hours of the event, facilities MUST be notified by phone at 781-239-4444 or your changes may not be received.