

UCI Paul Merage School of Business

MSA: Event Planning

My club is hosting an event. How do I begin to organize the planning for this event?

1. Submit Event Form at least 3 weeks in advance. 1 week for review process, 2 weeks to promote.
 - a. [Event form](#) found in Catalyst > Resources > Programs > Full-time MBA
 - b. Depending on audience, work with the FTMBA Program Services office on what date and time works best. See “Additional Tips” section below.
 - c. Review process:
 - i. VP of Operations to review timing of event.
 - ii. VP of Finance to review any funding requests, if any. Clubs are responsible for understanding the [reimbursement policy](#).
 - iii. MSA President to ensure event is aligned with MSA mission.
 - iv. FTMBA Program Office to reserve on-campus location or provide any additional event resources, if needed (i.e. alcohol permit, catering, etc).
 - i. Career Center to post on CCS for RSVP collection. For events with 25 or less attendees, signatures are required from each attendee.
 - v. [Merage Webmaster](#) to post to online [MSA calendar](#). The Event Summary on the event submission request form will be the description posted on the MSA calendar so it’s important to provide as much detail as possible.
 - d. If a change needs to be made to the Event form, contact the FTMBA Program Services office (micuevas@exchange.uci.edu or sofia.dang@uci.edu).
 - e. VP of Tech will send a post-event survey link 3-5 days before event.
 - f. VP of Marketing and VP of Communications will follow up on any marketing and promotion.
1. If inviting alumni to speak or attend, notify Alumni Relations.
 - a. Refer to [Alumni Relations Checklist](#).
2. If speaker gifts are needed, indicate so on the Event form. A max of 2 speaker gifts can be picked up from the Merage Career Center at no additional cost. Alternatively, clubs can purchase their speaker gifts. [Verification forms](#) must be signed by each speaker receiving a purchased gift in order to be reimbursed. No exceptions.

Depending on funding request, MSA Board may request the following:

1. Five (5) minute presentation on club funding request to the MSA board at least one month prior to event. 2/3 of the Board must approve.
 - a. Presentation must include – brief details of event, value of event, survey results of past events, etc.
2. Requests are reviewed and approved on a case-by-case basis.

What is the process for serving alcohol at an event?

1. An alcohol permit is required for all events where alcohol will be served. Download a [permit form](#) and review [policies](#). **Note the 20 business day approval timeframe.*
 - a. Complete details of your permit request (event information section).
 - b. Forward to FTMBA Program Services for pre-approval signatures (event location approver & approving authority).
 - c. Once approved, MBA Program Services office will notify you to pick up the permit and forward to food@uci.edu to request a bartender.
 2. It is University policy to have a licensed bartender serve alcohol for all student events on campus. See the [Acrobat Outsourcing flyer](#) to request a bartender.
- Tip: supply your own alcohol and cups to save on costs.*

How do I order catering?

1. Here is a complete list of approved caterers: http://www.food.uci.edu/catering_list.php

UCI Paul Merage School of Business

2. For another vendor with competitive pricing: contact lettucecater2u@yahoo.com for an estimate and menu options.
Hint: If it's a small group of students only, clubs can provide their own snacks (i.e. pizza, cookies and soda) without additional approval.

How can I arrange parking for my guest speaker?

1. Each MSA Club can request up to two (2) Merage School parking permits per event. Please note that parking is not guaranteed and is reserved only for guest speakers and special guests, not students, staff or faculty. Please email the MBA Program Services office with the following information AT LEAST TWO DAYS IN ADVANCE:
 - a. MSA club name
 - b. Full name of visitor
 - c. Email
 - d. Purpose
 - e. Date
 - f. Time (permit will be valid 30 min prior and after event)

Marketing

1. Promote at least 2 weeks in advance with a reminder the week before and the day before the event.
2. Posted on the Career Center's CCS which can also collect RSVPs for your event.
3. Make sure event is posted on the MSA calendar.
4. Make sure event is posted on the MSA weekly newsletter.
5. If alumni are invited, post on Alumni Newsletter. Contact [Alumni Relations](#) on the timeline.
6. Remind Class Reps to announce to class. DO NOT use the section/class email distribution lists.
7. Post on Facebook class pages.
8. Post on the hallway monitors by emailing BrightFuture@merage.uci.edu.
9. If posting fliers, Merage Facilities ask that you use painters tape (blue tape) and only post on the designated bulletin boards or magnetic board. And add a footnote of "Post until [date]." Fliers posted anywhere else will be removed. Multiple copies may be displayed as a "take one" on the reception counter next to the SB1 lobby elevator.
10. Logo use - consult with VP of Marketing for correct usage of any UCI or Merage logos or for files of approved logos.
11. Social media - consult with VP of Marketing.

Additional event planning tips:

- SCHEDULING: If inviting part-time (FEMBA) and executive MBA students (EMBA and/or HCEMBA), please be mindful of their class schedules:
 - a. For FEMBA, consider hosting event from 5:30-7pm, Monday- Thursday. Or, Saturday afternoons after 4:30pm for the FEMBA hybrid section. They are on campus for class 4 Saturdays per quarter, 8:30-4:30pm.
 - b. For EMBA & HCEMBA, consider hosting event on Friday evenings after 5pm.
 - c. For additional guidance regarding schedules, contact the FT MBA Program Services office.
- RECORDING: If the event or meeting is in a Merage classroom with recording capabilities, a request can be made for it to be recorded for the benefit of those who were not able to attend. Make sure the guest speakers have approved the recording. [Submit a FixIT ticket](#) to have the recording setup. Provide date, time, Merage classroom location and title of event (MSA | [Club acronym] – [Event name]; ie MSA | MHA - Board Meeting)

Post-event

2. Survey
 - a. 3-5 days prior to event, VP of Tech will send a survey link to the event requester.
 - b. Club is responsible for sending survey link to all attendees immediately after event. 75% of attendees are expected to complete survey. Contact VP of Tech to determine response rate.

UCI Paul Merage School of Business

- c. Survey deadline is one week from date of event.
3. Reimbursement Process
 - a. For the policy on reimbursement, [CLICK HERE](#).
 - b. Submit the following documents within 4 weeks of event to VP of Finance or FTMBA Program Office. Any late submissions will be denied. No exceptions.
 - i. [Check Request Form](#).
 1. Mail or Pickup. If Pickup, type c/o Sofia Dang, Zot 3125 under Address.
 2. Account Name is the club name, Account # is the club account number, not your personal account number.
 3. After form is complete, click "Generate Form" then print.
 - ii. Original receipts, not scanned or copied
 - iii. Signed verification form(s) for any purchased gifts given to speaker(s)/guest(s)
 - iv. Copy of flyer, invitation or agenda of event
 - v. RSVP list, including no-shows and add-ons. For events with 25 or less attendees, signatures are required from each attendee.
4. Send "Thank You" emails/cards to your speakers and cc MSA President. If some of the guest speakers were alumni, also cc meragealum@exchange.uci.edu.
5. Meet with club board members to debrief on event and survey results.