



**STUDENT EVENT
PLANNING GUIDE**

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All the above listed sections are linked to the respective area within this document

This planning guide has been prepared to assist Primary Event Organizers (PEO) who are responsible for organizing events on or off campus that are a function of a university student group. The PEO(s) for any event play a significant role in organizing engaging and safe events; this guide is intended as a tool to assist them in their planning.

Student Event Review Committee (SERC)

The Student Event Review Committee (SERC) is a group of professional staff and students on the University of New Brunswick Fredericton campus who provide support to PEO(s) during event planning, as well as reviewing and assessing Student Event Applications.

If you have any questions or need some assistance, please contact the Student Events Review Committee (SERC) at studentevents@unb.ca or any member of the SERC team. See Appendix J for SERC Membership list and contact information.

- 1 **Event:** A scheduled, non-academic activity, occurring on or off campus, organized by student(s) that has one or more of the following characteristics:
 - a. Involves the expenditure of funds by Recognized University Student Groups;
 - b. Is sponsored and/or organized by a Recognized University Group
- 2 **Primary Event Organizer (PEO):** The individual who has received appropriate training and is responsible for the planning and implementation of an event.
- 3 **Recognized Student Group:** Includes any of the following organizations;
 - a. Student groups recognized by the UNB Student Union;
 - b. Student groups recognized by Residence Life;
 - c. Student groups recognized by the Graduate Student Association;
 - d. Sport clubs recognized by URec, Recreation Services;
 - e. Student groups that have been recognized by UNB Student Services
- 4 **Risk Management:** The process of planning, leading, organizing, and controlling activities in order to reduce the potential for injury or harm to students, event participants, or bystanders, and limit financial losses which could arise from legal responsibilities and liabilities to the Primary Event Organizer, Recognized Student Group, the UNB Student Union, the Graduate Student Association, and the University.
- 5 **Student Event Review Committee (SERC):** The committee responsible for developing, applying, and monitoring policies and procedures needed to implement this policy.
- 6 **Sponsoring Group:** Refers to the UNB Student Union, Recreation Services, UNB Residence Life, Student Services, and/or the Graduate Student Association in their role as a sponsor to a Recognized Student Group.
- 7 **Waiver:** A document to be signed by the participant(s) to acknowledge and accept the inherent risk(s) associated with an activity or event. Waivers must be completely filled out and must be specific to an event. Generic waivers will not be accepted.

- **Select a Primary Event Organizer (PEO):** This individual must be a responsible member of your student group's executive, and must have completed the mandatory PEO training either in-person or via the online module found on D2L. The online module can be found at: <https://lms.unb.ca/d2l/home/122196>, or on D2L/Brightspace under "Free Courses Registration", "Student Primary Event Organizer Training".
- **Plan Ahead:** Depending on the nature and scale of your event, different planning timelines may be appropriate in order to complete preparation for your event. [See Appendix A for event planning timelines.](#)
- **Budget:** A vital component to any planning process is the creation of a budget. A budget allows you to ensure that an event is financially feasible based on available funds. [See Appendix B for a Budget Template.](#)
- **Select Food:** If you plan to have food at your event you must consider catering options, on campus this means Sodexo, off-campus events have some more autonomy. If the food is not going to be catered then food safety should be a large priority in the planning of your event. [See Appendix C for Sodexo's Catering Menu.](#)
- **Identify Space:** Things to consider when selecting a space include: capacity, cost, amount of travel required by guests, and that the space is conducive to activities planned for the event. Groups are encouraged to utilize on campus space for events, however off-campus locations are also permissible. [See Appendix E for contact information about booking space on campus.](#)
- **Tentatively Book Space:** Once your group has found an available space that meets the criteria described above, tentatively book this space for your event. Upon approval of your event, you are responsible for confirming the booking and making any additional arrangements for set-up/clean-up. These bookings should be made in a timely manner, in order to reserve your intended space.
- **Book Campus Patrol:** Based on the nature of the event planned, the space being used, and various risk factors, you may need to book Campus Patrol. The Student Event Review Committee reserves the right to require Campus Patrol at any event the committee deems necessary. [See Appendix F for information on booking Campus Patrol.](#)
- **Advertise Event:** Advertising is active promotion of your event to increase awareness of the event, and ultimately results in larger attendance. Things to include in any advertising: cost of admission, location, date and time, hosting group, and basic information as to what the event involves or hopes to achieve. Another important consideration is that any promotion is done in an appropriate manner as to avoid offending any person or group of people. [See Appendix F for advertising ideas you can use for your event!](#)

- **Risk Assessment:** When planning any event, it is important to take time to consider all the elements of the event that could result in injury or harm to event attendees, or reputational risk to the University of New Brunswick, UNB Student Union, the Graduate Student Association, or a student group.

- Risk Factors with brief explanation. [See Appendix H for examples and more information.](#)

Risk Rating = Probability (P) x Severity (S) The following table helps to exemplify the varying levels of probability, and severity.

Risk Matrix		Probability		Severity		
↑ I M P A C T ↓	HIGH Impact LOW Probability 14-19 High Risk	HIGH Impact HIGH Probability 20-25 Extreme Risk	1	Unlikely to occur	1	Insignificant: minor injury, no property damage
			2	Unlikely, but some chance	2	First Aid or minor property damage
	LOW Impact LOW Probability 1-7 Low Risk	LOW Impact HIGH Probability 8-13 Moderate Risk	3	Could occur occasionally	3	Injury requires medical help; Significant oroperty damage
			4	Good chance it will happen	4	Injury may result in serious medical problem; serious property damage
			5	High possibility it will happen	5	Fatal injury; Major property damage
← PROBABILITY →						

- **Risk Management Plan:** After identifying all potential risks, create a plan to ensure your team is prepared to handle any situation. [See Appendix I for a Risk Management Plan Template, and examples to follow for guidance.](#)

- To hold an event you must complete, and submit an Event form, found at the following link:
<https://es.unb.ca/forms/student-event-application-form/>
 - See Appendix J for links to additional forms and waivers
- Any of the listed waivers relevant to your event must be completed and submitted before your event.

URec	Student Union
Travel Itinerary	Travel Itinerary
Travel Waiver	Travel Waiver
Driver Authorization Form	Driver Authorization Form
Physical Activity Waiver	Physical Activity Waiver

- The relevant Sponsoring Group will review event applications.
 - High Risk events will be further reviewed by the Student Event Review Committee
 - Low Risk events will be approved by your Review Team

- Review of an Event Application by the Sponsoring Group or Student Event Review Committee will result in either:
 - Approval of the event
 - You may now confirm your space booking, campus patrol, and any other commitments pending event approval.
Best of luck with your event!
 - Required event adjustments to obtain approval
 - Receive a list of required adjustments to your event plan to make the event eligible for approval.
- If your event is not originally approved, the Student Event Review Committee is more than happy to meet with your team, and support your group in making the necessary changes to warrant approval.
- Event Approval is contingent on the event being executed in accordance with the approved Event Form. Any deviation from this plan could result in sanctions for the group, and possibly the individuals responsible.

Planning Timeline

The Student Event Review Committee requires applications to be submitted at minimum, the Monday by 4:30 p.m. two (2) or more weeks before a proposed event date. The expectation is that the larger and more complex the event the greater the lead time on application submissions.

	Class 1	Class 2	Class 3	Class 4
Planning Time	2-4 Weeks	1-2 Months	2-3 Months	4+ Months
Event Examples	Bake Sale Movie Night Coffee House	Dance/Social Dodgeball Tournament	Formal Gala Concert	Conference Coaster Derby Large Tournament

Budget Template

- Mandatory Expenses - Costs that are unavoidable (e.g. Campus Patrol, Space costs etc...)
- Discretionary Expenses - Costs that add value to your event but are not absolutely vital for the event to be hosted (e.g. Decorations, Photographer etc...)
- Decide if the event should: **1. Make Money 2. Break-Even 3. Lose Money**
 - a. Students already pay fees for many groups to host events, and so the majority of events should be provided at minimal cost to students.
 - b. Any profit from an event, should be reinvested into future events, services, or benefit of students.

Annual Budget Example:

Group Name			
Purpose of Budget			
Period			
REVENUE	Fee	# of Students	2016
Student Fees	\$15.00	150	\$2,250.00
Monetary Sponsorships			\$800.00
In-Kind Sponsorship			\$275.00
Event Revenue			\$300.00
Total Revenue			<u>\$3,625.00</u>
EXPENSES	Cost	# of Items	2016
Events			
Dodgeball Tournament			\$500.00
Lunch and Learn*			\$75.00
Gala			\$1,200.00
			<u>\$1,775.00</u>
Administrative		# of Items	2016
Office Supplies			\$400.00
Exec Honoraria	\$200.00	4	\$800.00
Phone Bill	\$30.00	12	\$360.00
			<u>\$1,560.00</u>
Total Expenses			<u>\$3,335.00</u>
Surplus/Deficit			<u>\$290.00</u>

*Majority of expenses covered by In-Kind Sponsorship

Event Budget Example:

Group Name			
Event			
Date			
FUNDING			
Amount Requested			
EXPENSES	Cost/Hour	# of Items	# of Hours
Pizza			\$65.00
Space Booking			\$75.00
Campus Patrol	\$75.00	3	3
Event Supplies	\$11.95	3	\$35.85
			<u>\$500.00</u>
Surplus Deficit			<u>\$-</u>
Event Supplies			<u>\$3,335.00</u>
Dodgeballs	\$40.00		
Pinnies	\$40.00		
Decorations	\$19.15		
	<u>\$99.15</u>		

Food

Sodexo Catering:

- For catering meal options and prices consider the following guides:
 - Campus Catering Guide: <http://www.unb.ca/fredericton/sodexo/catering.html>
 - Wu Centre Catering Guide: <http://www.unb.ca/fredericton/sodexo/catering.html>
- Upon selection of meal from the above guides email: catering@unb.ca
 - Be sure to attach one of the following forms to your order email
 - Luncheon Order Form: http://www.unb.ca/fredericton/sodexo/_resources/pdf/2019lunchdinnerreceptionorderform.pdf
 - A La Carte Order Form: http://www.unb.ca/fredericton/sodexo/_resources/pdf/2019alacartebreakfastbreakorderform.pdf

Non-Catered Events:

- On Campus requires a food waiver approved by Sodexo
 - Waiver can be found at: http://www.unb.ca/fredericton/conference-services/_resources/pdf/Food%20Waiver%20Form.pdf
 - Submit the waiver to the Sodexo window in the SUB Atrium located under the right hand staircase.
 - Any food prepared by your group should be prepared and stored in line with Government of New Brunswick ABC Food Safety Guide
 - The guide can be found at: <http://www2.gnb.ca/content/dam/gnb/Departments/h-s/pdf/en/HealthyEnvironments/ABC.pdf>
 - Key concerns to plan for:
 - Pre-Cooking storage temperature
 - Cooking temperature, duration, sanitation
 - Post-Cooking storage temperature, duration
 - Allergies of attendees
 - Dietary Restrictions of attendees students.

ABC Document: http://www.unb.ca/fredericton/student-services/student-events/_resources/pdf/ABC.pdf

Classroom Technology Services

List of Services:

- Microphones & Speakers
- Lighting kits and PA systems
- Projectors & Screens
- Laptops
- DSLR Cameras, tripods, Gopros
- For more information, contact avbooking@unb.ca or (506) 458-7662.

Rates

* As a UNB student, you may independently request equipment at avbooking@unb.ca at least 48 hours before your event for no charge. However, no transportation, setup or operator service will be provided. Additionally, you are responsible for any late returns, lost, or damaged equipment.

- CTS requires a floorplan from the group
- The 12ft screen can be rented. CTS must set up and take down the screen with a \$25/hour set/strike fee; average cost is \$40
- CTS charges for production tape: \$45/roll, or \$1/ft
- CTS transportation fee for events is \$25/hour. Set up and tear down is \$25/hour.

Cancellation policy

If less than 24 hours notice is provided a service fee of \$25 will be levied on top of any other charges. For more information on services and booking, contact avbooking@unb.ca or (506) 458-7662.

Green Event Certification Program

The Green Event Certification program offers student leaders an opportunity to incorporate sustainable practice into their event planning. If an event complies with the Green Events checklist, it will be considered green-certified; students can then download the green events logo to use on their promotion materials and the UNB Student Union will provide social media support for the event. UNB Sustainability will provide free consultation to student groups looking for guidance or materials (such as large outdoor recycling bins).

<http://www.unb.ca/initiatives/sustainability/get-involved/index.html>

Identify Space

Contact Information for On-Campus Bookings:

- SUB Space Booking - sub@unb.ca
- Kinesiology Facilities - <http://www.unb.ca/fredericton/kinesiology/facilities/booking/index.html>
- General Campus Space - meet@unb.ca

Off-Campus Venues:

When booking off-campus, it is recommended that you do not sign any binding contracts until the event has been approved.

Booking Campus Patrol

There will be a **Mandatory Meeting between Campus Patrol and Primary Event Organizers** held 30 minutes prior to the event.

In order to book Campus Patrol for your event please email campuspatrol@unb.ca by 6PM on Friday, the week before your event.

Note:

- All Campus Patrol bookings are billed for a minimum of 3 hours
- Campus Patrol will arrive 30 minutes prior to event start

Late bookings will incur a **\$50-100 Late Booking Fee** depending on number of Campus Patrol required.

Any group with a **late cancellation**, less than 24 hours prior to event, will be **billed for 3 hours**, for each Campus Patrol booked.

Advertising

Posters:

- Include date, location, and entrance cost, do **NOT** include any information around pricing of alcohol at the event.
- Create eye catching graphics that will ensure your poster is noticeable to students walking past
- Utilize poster boards rather than taping to walls, and be respectful of posters placed by other groups
- Consider the demographics you are hoping to target in attendance when selecting poster locations
 - Ensure that poster locations are approved when necessary (i.e. SUB, Library, and Residence Life buildings)

Social Media:

- Facebook events are effective for more detailed information, expected attendance and event reminders.
- Twitter and Instagram are helpful for event awareness and general promotion
 - Utilizing vibrant, quality pictures on Instagram with a short informative or creative caption is a great way to pique a student's interest

Face-to-Face:

- People are most likely to attend an event following a face-to-face conversation with someone about the event
- The use of pamphlets or candy as conversation starters can be very effective
 - Have your group leaders share shifts canvassing the SUB, Harriet Irving Library, and other common areas on campus.
 - If you wish to set up a table to advertise your event, you will need to book the space
- However, please be cognisant of studying students who do not wish to be bothered. Reaching out to your Faculty, URec or Student Union to have information shared through their respective promotional avenues can be very helpful as these organizations already have a follower base made up of a diverse group of students.

"The University of New Brunswick is committed to social and academic development of its community, and to the pursuit of academic excellence." Therefore "Every member of the University community has a responsibility to treat all other members of the University community with respect and tolerance, and to contribute to a respectful learning and work environment."

Any online, poster or other form of advertisement should be created with consideration for the above statement. Please actively avoid any potential offense to a group or individual in the UNB community.

Risk Management

The major risk factors to consider are:

- **Alcohol** - Any event providing, selling, or otherwise involving alcohol is automatically a high risk event.
- **Transportation** - Whether this is within or outside Fredericton, great consideration for the means of travel and who is responsible for the organization, and execution of travel is required.
- **Physical Activity** - Any event involving physical activity should have great consideration for safety precautions, as well as first aid availability.
- **Reputation and Community Relations** - The reputation of: students planning the event, the group hosting, UNB Student Union, Graduate Student Association, and the University of New Brunswick can all be greatly harmed by an event held in poor taste, or with a lack of respect and consideration for a group on campus or in the community.
- **Food** - Food can be a risk factor if prepared improperly

Example of a Risk Assessment:

Transportation for a Scavenger Hunt			
Method	Probability (P)	Severity (S)	Risk Rating = P x S
Personal Vehicle	3	3	9
Licensed Taxis	2	3	6
Walking	1	1	1

Physical Activities			
Method	Probability (P)	Severity (S)	Risk Rating = P x S
Running	2	2	4
Hockey	3	3	9
Skiing	4	4	16

Risk Management Plan

Scavenger Hunt								
Prior to Safety Planning				Safety Planning		After Safety Planning		
Nature of Risk	Probability	Severity	Risk Rating	Advance Action/ Safety Plan		Probability	Severity	Risk Rating
Pedestrian being struck by vehicle	2	5	10	Group leader accompany groups to enforce traffic regulations, and utilization of cross walks	Call 911 Notify Primary Event Organizer	1	5	5
Hidden Clue in tree (Climbing)	4	3	12	Move clue to a ground location. Have a 1st aid trained member on call during event.	Call 1st Aid Member Provide Transportation to hospital	1	2	2
BBQ following Event (Food poisoning)	3	3	9	Ensure Food Safety trained cook. Store foods at appropriate temperatures Follow guidance of ABC Food Guide	Call 1st Aid Member Provide Transportation to hospital	1	2	2

A blank template for your use can be found at:

<http://www.unb.ca/fredericton/studentservices/student-events/event-planning.html>

Additional Forms and Waivers

UNB Student Union Clubs and Societies:

- Link for waivers, Funding request form, and Yearly Activation form: <http://www.unbsu.ca/club-resources/>

URec:

- Trip Itinerary:
- Driver Authorization Form

To receive these forms please contact URec at jcress@unb.ca

<http://www.unb.ca/fredericton/urec/sport-clubs/policies%20and%20forms.html>

Additional:

- Sodexo Food Waiver: <http://www.unb.ca/fredericton/studentservices/student-events/event-forms.html>
- Luncheon Order Form: <http://www.unb.ca/fredericton/sodexo/catering.html>
- A La Carte Order From: <http://www.unb.ca/fredericton/sodexo/catering.html>

Student Event Review Committee**Co-Chair of SERC**

Coordinator of Student Engagement, Student Services

- **CC Jones Student Centre; studentevents@unb.ca**

Residence Life Coordinator, Student Services

- **Residence Admin; reslife@unb.ca**

UNB Student Union Review Team

VP Finance & Operations; UNB Student Union

- **finance@unbsu.ca**

UNBSU General Manager

- **SUB Welcome Centre**

Residence Review Team

Residence Life Coordinators

- **Residence Administration Building**

Student Representative - TBD

Recreation Services (URec) Review Team

Manager of URec Sport Programs, Recreation Services,

Faculty of Kinesiology

- **Richard J. Currie Center**

Student Representative - TBD

UNB Graduate Student Association Review Team

Graduate Student Association President

- **president@unbgsa.ca**

Space Booking

Student Union Building

- **sub@unb.ca**

Kinesiology Facilities

- **<http://www.unb.ca/fredericton/kinesiology/facilities/booking/index.html>**

General Campus Space

- **meet@unb.ca**

Campus Patrol and Security

Crime Prevention and Community Liaison; Security

- **506-453-4830; security@unb.ca**

Chief; Campus Patrol

- **Campuspatrol@unb.ca**

Risk Management

Director of Risk Management

- **riskmgmt@unb.ca**