BRIDGE EVENT PLANNING GUIDE

This guide should be used in conjunction with the Bridge Event Planning Form, found on Bridge's **website.**

INTRODUCTION

This guide is a tool designed to facilitate the process of event planning through Bridge. It describes how to fill out the Event Planning Form, which is used to organize and plan every event that Bridge is involved with, no matter how small, and even if Bridge is not the event's main sponsor.

The guide is divided into three sections:

- Instructions for understanding and using the Event Planning Form
- A step-by-step guide to putting on events
- Descriptions of the responsibilities of the various board members and committees involved in putting on events

I. INSTRUCTIONS

- The member hosting the event is solely responsible for filling out the Event Planning Form and adhering to the deadlines. No one else will touch this form.
- The Event Planning Form is divided into two tiers of questions: Tier 1 and Tier 2. The tiered system is designed to allow members to inform Bridge about their event at the earliest possible moment, even if they don't have all the details in place. Despite the division, Tier 1 and Tier 2 can and, for many events, should be submitted at the same time.
- Tier 1 questions include all the information that is needed to make the room reservation, include the event on the Google calendar and the Wagner Calendar, and fund the event. Tier 1 should be submitted a minimum of seven weeks prior to a special/big/once-a-year event, or for any event that will need funds beyond what has already been allocated for the event in the Bridge Budget. For all other events, Tier 1 should be submitted a minimum of two weeks before the event is to take place, in order to ensure a room reservation and inclusion of the event in the WSA digest and the Bridge Bulletin.
- Tier 2 includes all the information necessary for marketing the event. It should be submitted a minimum of three weeks prior to a special/big/once-a-year event. For all other events, it should be submitted by Tuesday the week prior to the event in order to be included in the WSA digest, and by Friday the week prior to the event in order to be included in the Bridge Bulletin. Last minute changes will be considered on a case-by case basis. Please plan ahead to avoid such situations.
- Please leave sections blank that do not apply to your event.
- Please do not print out the Event Planning Form. Simply fill in the cells as

appropriate.
- Once the Event Planning Form has been filled in, save as "Event Planning Form_Name of event_YEAR" and submit as an email attachment. Write the name of the event in the subject line, and send to Events, Treasurer, Marketing, and Operations (Email addresses are at the top of the form).

II. STEP-BY-STEP GUIDE
- Member initiates process by filling out and submitting Tier 1 of the Event Planning Form, and as much of Tier 2 as possible.
- Within one week of receipt, Events team makes the room reservation, puts the reservation on both Bridge's Google Calendar and on the Wagner Calendar, and informs member of room reservation and RSVP link (If appropriate)
- Within one week, Treasurer contacts member to arrange funding (If appropriate)
- Within one week, Marketing meets with member to devise marketing plan and to market event (If appropriate)
- Within two weeks, Events team meets with member to discuss logistics (catering, etc) (If appropriate)
- Member develops the event and submits whatever information has not already been submitted on the event (Completing Tier 2)
- As event approaches, Operations puts event on Bridge Bulletin, WSA digest, WSA daily listserve, Wagner Blog, Facebook, and website, as appropriate.
- If appropriate, Marketing team creates flyer that Operations sends out separately
- Event occurs
- If necessary, member contacts Treasurer to begin the funding reimbursement process. See "Funding" section for reimbursement instructions.

III. RESPONSIBILITIES
Events
- The Events team should be considered the go-to resource for answering all general questions about events.

For all events, the Events team:
- Reserves the room
- Places the event on the Bridge Google Calendar and the NYU calendar
- Arranges food, alcohol, AV equipment, and all other logistical requirements.

Treasurer
- The Treasurer will work with you to get funds for your event and to process reimbursements.
- The Bridge Budget is available online **here**. If you require more than $50 over what is already allocated in the budget, then Bridge will need to file a Contingency Fund Request Form with the Wagner Student Association (WSA), which is due four weeks prior to the event. Please download the Contingency Fund Request Form **here**, fill it in as completely as possible and send it as a second attachment with the Event Planning Form.

Reimbursement process:
- For any non-food-related expenses, members pay themselves and are subsequently reimbursed.
- Save all receipts. After the event, please turn in all receipts, stapled to a

piece of paper that includes the name of the event, and the member's name, email, phone number, and mailing address, to the Bridge Treasurer Mailbox, 0202.

- Receipts must have the name, address, and phone number of the business.
- Receipts must be itemized (Must list what was purchased specifically).
- If you use a credit card to complete the purchase, you will need to submit a copy of your credit card statement in addition to the original receipt.
- Only United States nationals and legal residents can be reimbursed.
- Be advised that the reimbursement process can take up to six weeks.

Operations

For all regular events, such as meetings or Upclose Events, the Operations team:

- Includes the event in the Bridge Bulletin
- Places an announcement in the WSA digest
- Sends at least one email out on the WSA listserve
- For all special events, the Operations team also:
- Posts the event information on Bridge's website's "news and events blog"
- Sends a special email invitation to all Bridge Members
- Creates a facebook event
- The member hosting the event is responsible for writing the detailed description of the event that will be included in these materials.

Marketing

- The Marketing team will work with the organizing Bridge member to identify marketing and media sources both in and beyond Wagner and NYU.
- All UpClose events, meetings, and other "regular," or reoccurring events will be "marketed" through the website and Bridge bulletin using templates.
- All special events can work with the marketing team to create special flyers and other promotional materials, such as websites for yearly conferences, etc.
- The member hosting the event is responsible for writing the detailed description of the event that will be included in these materials.