Large Event Planning Resource Sheet

Overview

Events and activities that will have, or have the potential to have, 200 or more participants, would be considered large-scale and require special consideration and additional planning as they inherently carry greater risk.

This document is to serve as a resource and a starting point for student groups who are looking to plan a large-scale event. There may be further questions or specifics asked of the event planner(s) during the Student Event Risk Management Approvals (SERMA) process.

For specific questions or for more information, please reach out to serma@brocku.ca.

Contents

Venue & Space

General Notes

- All venue capacities should exceed the anticipated number of attendees for the event, including the people running the event (e.g., staff, event monitors, club execs, volunteers, etc.)
- Written confirmation from the venue/space is required for SERMA approval
- When booking timing, be sure to include event set-up and tear down time in the booking

On Campus

- [Room bookings portal](#)
  - Staff and designated BUSU club execs are able to use Brock's online room bookings portal to book classrooms/spaces on campus to host events
  - Some rooms (for example, Market, Pond Inlet, Rankin Family Pavilion, etc.) have specific booking instructions/requirements as outlined on the room bookings portal
- Brock Conference Services
  - For booking multiple rooms for the same event, Brock Conference services can help
  - Email confdesk@brocku.ca or roombookings@brocku.ca

Off Campus

- For larger events taking place off-campus, you will likely sign a contract agreement with the venue – this will be requested for SERMA approval
- Discussions about cost, staffing, resources, etc. should happen prior to contract agreement
- Off campus venues are responsible for and/or have specific instructions in regards to things such as custodial, grounds and audio visual – be sure to clarify needs, add-ons, etc.
- Off campus venues typically have their own processes for medical emergencies, crowd control, etc. – be sure to ask them so you can share via SERMA!

Custodial, Grounds & AV (on campus only)

General Notes

- Most spaces on campus require separate requests for tables, chairs, projectors, AV equipment, extra garbage/recycling containers, etc. that are supported from multiple areas on-campus
  - Be sure to clarify in the room booking process if you need to submit separate requests for specific spaces (i.e., Market, Pond Inlet, Rankin Family Pavilion, etc.)
- If you have a floor plan or a map for event, be sure to include it in all of your requests and consider making one for clarity! This will help ensure you're clear in your request across multiple services

Custodial and Grounds

- Custodial and Grounds Requests can be made at this link
  - Depending on the event, it may make more sense to fill out the Event Planning Support Request, which allows for more detail
- Custodial can assist for INDOOR events with things such as:
  - Moving services (i.e. arranging tables and chairs, bringing in tables and chairs, etc.)
  - Power needs (i.e. extension cords)
  - Providing stanchions for line management
  - Providing extra garbage, recycling, bins etc.
  - Podiums
  - Coat racks
  - Clean up after an event
- Grounds can assist for OUTDOOR events with things such as:
  - Moving services (i.e. arranging tables and chairs, bringing in tables and chairs, etc.)
  - Power needs (i.e. extension cords)
  - Providing stanchions for line management
  - Providing extra garbage, recycling, bins etc.
  - Hoses
  - Fire extinguishers
  - Picnic tables

AV

- Audio Visual Requests can be made at this link
  - Make sure you're as detailed as possible! (e.g., 2 projector screens, 2 projectors, 1 podium, 1 microphone)
- If you're booking classrooms, AV is built in and does not need a separate request
  - If you would like to discuss AV support during your event, fill out the request form and someone from ITS will reach out to you
- Most non-classroom spaces (i.e., Market, Pond Inlet, Rankin Family Pavilion, etc.) require booking of AV via the request form

External Vendors

General Notes

- All external (i.e. non Brock) vendors must be reputable and pose no risk to students or the institution

External Speakers/Entertainers

- This includes anyone giving a speech, welcoming address, etc. as well as DJs, bands, magicians, etc.
- For SERMA, you will be required to consider the nature of the content as well as if the speaker/entertainer pertains a reputational risk to the institution or considered controversial

Rentals & Equipment

- This includes stages, tents, A/V equipment, inflatables, carnival type games/rides, etc.
- External vendor for rentals and equipment are required to provide an insurance certificate with Brock University listed as additionally insured on the certificate
- It's important to consider who is setting up, supervising, and using the equipment
  - How is the equipment being delivered? Do you need to be there to supervise? Do you need access to specific roads or loading docks?
- If the equipment is being brought to campus, you will likely require a site plan and a safety walk through with Facilities Management and Campus Safety Services (CSS)

Food

General Notes

- Be sure to consider dietary and cultural restrictions/preferences when planning for food at your event
  - If it is a ticketed event or an event where RSVPs are required, consider asking for dietary restrictions up front so you can know specifics
    - Custom questions can be added onto RSVPs through Experience BU!
  - If it is not a ticketed event/required RSVPS, do your best to have a percentage of the food ordered be accommodating to dietary and cultural restrictions/preferences
  - The most common dietary needs are typically vegetarian, vegan, halal, gluten free and dairy free
- Work closely with food providers to know the last date to change order numbers – you will often need to confirm final numbers closer to the event date in order to not over or under order

Aramark

- On campus, Aramark has exclusive rights to providing food for on-campus events (outside of BUSU spaces)
- Information for catering on campus can be found [here](#)
  - This includes a catering menu and the option to order catering online
- If you're ordering catering for a large event, event planners are encouraged to email catering@brocku.ca to discuss options
- Aramark catering will require tables to put the food on or serve the food from – be sure to ask in advance and then book via Custodial or Grounds (see above)

Transportation & Parking

Bus Charters

- If you're looking to transport students/attendees to and/or from campus or another location, school busses are typically the most economical choice
  - Companies such as [Switzer-Carty](#) and [First Student](#) are used pretty consistently across campus, but are not endorsed by Brock

- Organized local travel will require bus monitors and waivers. All SERMA waivers can be found [here](#)

Parking on Campus

- If your event is on campus and participants are driving themselves please consider parking for event vendors and participants, fill out the [Event Parking Request Form](#)

Crowds

General Notes

- Events with large numbers of attendees require specific planning and staff/volunteers will need to have specific roles
- A venue layout/floor plan is highly beneficial in the SERMA process for large events and should include clear and concise labels

Crowd Control

- Managing large numbers of attendees requires planning in advance
- For SERMA you will need to think through and provide a crowd control plan that includes:
  - Number of entrances and exits
    - How are you managing attendees entering and exiting the space?
  - Registration
    - If you have sold tickets or required RSVPs, how will you ensure only ticket holders/folks who have RSVP'd are in the event space?
    - If it is not a ticketed event or you didn't require RSVPs, how will you manage attendee numbers/room capacity?
    - If you reach capacity, how will you manage attendees waiting to enter? Or how will you manage turning attendees away? Are they able to wait for capacity to open up and then enter?
      - Be sure to investigate attendance monitoring options via Experience BU, including the [Event Check In App](#)
  - Line management
    - If there is a line to get in, where will attendees line up? Is there enough space to ensure attendees are not in roadways, blocking doorways, walkways, etc.?
    - How will you ensure the line progresses quickly and fairly?
    - How will attendees know where the line is and what the line is for?
  - Event facilitator roles
    - Event facilitators may be staff (venue staff, security, etc.), volunteers, or event planners (club members, committee members, etc.)
    - What is each person involved in facilitating the event doing? What is their role during the event? (i.e., line management, collecting tickets, etc.)
    - Does their role change throughout the event?
  - De-escalation

- If behaviour by attendees gets rowdy or there is a conflict, how will you de-escalate the situation?
- Who is responsible for de-escalation?
- If you're unable to de-escalate, what are next steps? Who would you get involved?
  - o Damage
    - Could event activities damage the venue or site? What is the plan to prevent this?

Security

- Large events require a minimum of one qualified, trained, security officer for every 100 attendees
- Campus Safety Services (CSS) is an option to be booked (for a fee) for events both on and off campus, depending on availability
  - o Reach out to security@brocku.ca to inquire
- Security at events can be external to Brock, either provided by an off campus venue through hired security or venue staff, or hired to come to campus
  - o If you are looking to hire external security for an on campus event, please consult security@brocku.ca before hiring
- Details of who security consists of on the day of the event (i.e., CSS, external security, venue staff, etc.) will need to be provided via SERMA

Alcohol

General Notes

- Events with alcohol must have one Event Monitor for every twenty-five guests
- Event Monitor contracts must be submitted to serma@brocku.ca prior to the event taking place
- Event Monitor contracts can be found here

On-Campus

- Consumption of alcohol is permitted only in licensed locations and during licensed, approved events

Off-Campus

- If the event is taking place at a venue that serves alcohol, work with the venue to establish a plan for verifying attendee age/ability to consume alcohol
  - o This could be a part of registration
- Provide SERMA with a plan for how overconsumption of alcohol would be managed
  - o This could be a combined response of Event Monitors, security, and venue staff

Health and Safety

General Notes

- Event staff should be able to identify and respond to emergencies, fire, or safety hazards. Should an emergency occur, people will look to you and your staff for assistance
- Consider event staff and volunteer training for responding to emergencies – including location of fire alarms, exits and equipment such as first aid kits
- SERMA will request a detailed Health & Safety Plan with the following considerations

Medical

- Events with many attendees should have medical or first aid staff on site to deal with injuries
- If the event is off campus, this is something to discuss with venue staff

Weather

- If your event is outdoors, ensuring you have an inclement weather plan is important
    - Will the event be cancelled if it rains? When will you make the decision to cancel?
    - If inclement weather happens during the event, how will you communicate to attendees that the event is cancelled?
- An inclement weather plan should also consider transportation to/from any venue (i.e., snow storms, heavy rain, etc. may impede transportation)

Communication

- A key aspect of all emergency plans is communicating emergencies or important information to a large crowd
- Consider what your options are for communicating – do you have a microphone? PA system? Megaphone?
- How will you communicate among event facilitators? Who is making decisions about inclement weather, medical emergencies, etc.?

Signage

- All signage should be simple, easy to read, and clear
- All entrances and exits, particularly emergency exits, should be clearly marked
- First aid and/or security stations should be clearly marked