



# Checklist for Brown Event Sponsors

Event Strategy and Management (ESM), along with other Brown University offices that include Campus Life and the Department of Public Safety (DPS), can support Brown campus community members planning events.

- ✓ You can benefit from our strategy and expertise when organizing events and lectures.
- ✓ We can help when events may generate local and or national discussion or protest.
- ✓ We can do more to support your needs the sooner we consult (being proactive helps avoid the significant challenges of reacting in the moment).
- ✓ In rare situations, a working group that supports event sponsors may contact you proactively, if we become aware of safety or other concerns, to make recommendations.

**REMEMBER: Sponsoring organizations remain responsible for planning their events.**



## Reserving campus space

- Contact ESM or the Scheduling Office for advice and suggestions regarding reserving lecture halls, classrooms or green spaces. These offices can also identify and prepare an alternative location to livestream events likely to generate significant attention.
- Fill out a Dignitary Notification Form to inform appropriate campus departments of high-profile visitors coming to Brown: <https://event-strategy.brown.edu/plan-your-event/invited-dignitaries>
- Consider the accessibility of your event for attendees with disability concerns, such as guests with mobility issues or those who may be hard of hearing. For more information, visit the SAS website: <https://www.brown.edu/campus-life/support/accessibility-services/activities-events>



## Promoting your event

There are many strategies to consider for reaching desired audiences when promoting your event. The Office of University Communications can help guide you in this process: <https://www.brown.edu/university-communications/office-university-communications>



## Ticketing your event

- Consider ticketing the event, including whether an event is for Brown ID holders only or open to the public.
- Tickets may include messaging regarding restrictions for attendees, such as no backpacks or photography.



## Consulting with Campus Life and requesting a multi-partial team

Consult and meet with a representative from Campus Life at least two weeks prior to the event to discuss potential support from a multi-partial team of staff and students who can educate attendees of policies related to our community values and standards.



## Considering your AV budget

- Consider the costs of audio visual support.
- Consider the costs of livestreaming or video recording high-profile events, as particular permissions and costs may affect your decisions: [https://www.brown.edu/cis/services/media/request\\_form.php](https://www.brown.edu/cis/services/media/request_form.php)



## Considering safety concerns and appropriate resources

- Could your guest speaker or the event topic attract national attention? In the interest of safety, you may need to arrange for security. Consult DPS and consider the costs of security if deemed necessary: <https://dps.brown.edu/>
- If your guest travels with or requires security, DPS can assist with the necessary requirements.
- Complete a Fire Safety checklist to ensure compliance with Rhode Island Fire Code requirements. State law requires that an event of 300+ people be reviewed for potential assignment of a Fire Marshal: <https://dps.brown.edu/fire-safety-events>



## Choose your date(s) carefully

Check to see if your dates conflict with any other programs, especially major University events. Consult the *University Academic Calendar*. and [events.brown.edu](https://events.brown.edu).

We are here to consult and support you. Our collaboration is offered to help ensure successful events that contribute to the core academic mission of the institution and intellectual life of our community. We can't always prevent challenges from occurring, but we help guide decisions related to time, place and manner to ensure events uphold the values of the Brown University Community.

For a more extensive step by step guide visit: <https://event-strategy.brown.edu/plan-your-event/planning-guide-and-timeline>