

# SPH EVENTS PLANNING TOOLKIT



# EVENTS

## INTRODUCTION

Now that your event has been confirmed, SPH Events is happy to begin addressing next steps. While the information within can be used by all departments across the university putting on events in the Milken Institute School of Public Health, this guide is designed primarily to support GWSPH departments, faculty, and staff.

This toolkit has been developed and approved by SPH Events & Operations and the GWSPH Office of Communications & Marketing.



# TABLE OF CONTENTS

- FREQUENTLY ASKED QUESTIONS..... 3**
  - SPH Events Manager Responsibilities..... 3
  - Event Host Responsibilities..... 3
  - Logistics..... 4
  - Catering & Food Orders..... 5
  - GWIT..... 5
  - Events with Alcohol..... 6
  - Billing..... 6
- IMPORTANT CONTACTS..... 7**
- TIMELINE OF RESPONSIBILITIES..... 7**
- UNIVERSITY-APPROVED CATERING SERVICES..... 8**
- REGISTERED SUPPLIERS..... 9**
- HOTELS & LODGING..... 10**
- CONVENING CENTER LAYOUT DIAGRAM..... 11**



## FREQUENTLY ASKED QUESTIONS

### SPH Events Manager Responsibilities

***What is the role of the SPH Events Manager?***

The SPH Events Manager oversees scheduling, work orders, and coordination of university support services, including GWIT, Facilities, and Security. However, the Events Manager is not responsible for event planning, facilitation, or catering arrangements. These responsibilities, including ordering and payment for catering, fall to the department, center, or institute hosting the event.

***Does GWSPH Events work with external event planners?***

Departments can work with external event planners, but all coordination with the SPH Events Manager must occur directly with the department.

***Who submits a work order for event support & shared services requests?***

The SPH Events Manager schedules services related to housekeeping, facilities set-up, and A/V support on behalf of the Event Host.

***When is the event set up in the convening center completed?***

Event setup is scheduled to be completed at least one hour before an event starts. Significant changes to the layout, once completed, may incur additional charges. Only authorized personnel can move furniture/equipment or enter event storage spaces.

### Event Host Responsibilities

***What are the Event Host's point-of-contact responsibilities?***

The event point of contact and event sponsors must be present during the event, when external clients or vendors are on the premises, including meetings with external clients and when vendors arrive to set up for the event. If the point of contact is not going to be available during any of these times, a backup point of contact must be established and present.

***Can the event Host rent external furniture & vendor equipment?***

Event organizers may rent external furniture and equipment at their own expense. The Event host must provide a copy of any contract or vendor agreements with external vendors; a list detailing any and all rented items, equipment & furniture; and non-university approved vendor's business license (alcohol servers & distributors must be licensed to operate in DC) and a certificate of insurance. All external equipment and excess materials must be removed immediately after an event; any equipment that remains will incur fees.

***Does GWSPH have any way of promoting an event?***

There are several options to promote your event. GWSPH Communications and Marketing team manages two weekly newsletters: one for faculty and staff, and one for students. You can submit a small paragraph about your event to [gwsphweb@gwu.edu](mailto:gwsphweb@gwu.edu) by Wednesday COB to be included in the newsletters that go out the next Monday. In addition, you can promote your event on the GWSPH digital screens by filling out this [form](#). If you would like to invite guests beyond those in the GWSPH community, you can submit your event to the [university-wide calendar](#).

***When can the Event Host access the space on the day the event?***

For the convening center and case study, department hosts will be allowed access one hour prior to the event, unless otherwise approved; the venue must be vacated and all equipment removed 30 minutes after the event has ended. Because lecture halls and the auditorium serve as classrooms, department hosts may have limited access to the space prior to the event.

***How does event check-in work and does the Event Host need to provide a guest list?***

All attendees must check in at the security desk upon entry. Event Host shall provide a list of all attendees at least 24 hours prior to the event start time. Organizers needing access to the convening center or case study will receive instructions prior to the event on how to gain entry.

## Logistics

***Is there event overflow space and can classrooms be used as break-out space?***

Given the high volume of classes taking place in the school of public health, SPH Events may not be able to accommodate break out spaces in classrooms or overflow for events in the auditorium. Use of classrooms for events are for internal use only.

***Does SPH Events provide furniture, equipment & A/V technology?***

Yes, and at no additional cost. All equipment, furniture, and materials belonging to SPH Events & GWIT must remain in the building and shall not be removed nor used in another university space. A full list of event furniture & equipment can be found [here](#).

***Are there fees for event space set-up, housekeeping, and security?***

The hourly rate for facilities and housekeeping is \$42.06, and university police is \$50.82. These fees are mandatory and are subject to change. Departments are responsible for these costs and are billed after the event by the central university service.

***Can items be shipped and delivered to the event space?***

No, the Events Manager does not accept or sign for packages or deliveries. Such items must be addressed to the department and signed for by the point of contact. The security guard at the front desk is not permitted to sign for or accept packages and deliveries.

***Does SPH Events provide parking & loading dock use?***

SPH does not cover or reimburse the cost of parking for events. A list of garages on campus can be found [here](#). A loading dock, with access to the Convening Center, can be used to load equipment. SPH Events does not reserve or enforce its use nor reimburse costs associated with loading dock use or reserved parking around the building. Information on obtaining a temporary occupancy permit required for short-term use can be found [here](#).

***Does SPH Events have storage for equipment or materials?***

SPH Events does not provide event storage. If an event space is not in use the day before an event, the Event Host and vendors are permitted to drop off equipment and materials. SPH Events is not responsible for external equipment and materials left in the space.

***Are there any materials or equipment that cannot be used in an event space?***

Candles, weapons, narcotics, tobacco, flammable materials, helium balloons, glitter and confetti, hazardous materials or any other banned substance.

***Can I alter already existing signage, use my own decor, or post promotional materials?***

Event organizers are prohibited from modifying, removing, or covering up any SPH branding, signage, and logos. The unauthorized use of SPH or GW logos is not permitted. The use of adhesives or fasteners for the purpose of attaching materials, flyers or signage on any surface

of an event space or throughout the building is also not permitted, with the exception of bulletin boards. Event signage can be placed in front of the event space or in the SPH building lobby.

***Does GW provide special accommodations & additional amenities for events?***

Event hosts should contact the GW [Disability Support Services](#) when hosting an event in which special accommodations are needed to assist or to provide support to persons with disabilities. Additional amenities include handicapped accessible building entrances, a parent's room, and gender-neutral restrooms.

***What should I do in case of an emergency or weather advisory during an event?***

Should an emergency or security threat occur during an event, please contact GWPD (x6111) as soon as possible. Do not attempt to voluntarily resolve a situation or crisis. For more information on who to contact during an emergency, visit [campus advisory](#) webpage.

***What if an event goes past the booking times?***

The event, as well as the time it takes to set up and break down the event space, must be limited to eight hours. Events that go beyond a reasonable amount of time over may incur additional fees and costs for housekeeping.

## Catering & Food Orders

***How early can a caterer arrive to set up for an event?***

The caterer can start setting up two hours before the event, but no earlier than 7 AM. Caterers may be permitted to drop off equipment the day before if no event is taking place.

***What event spaces allow food to be served?***

Food drop off orders are limited to the convening center and the case study lobby. Events with staffed catering services are only permitted to operate in the convening center, and events in other venues are not permitted to use the catering space in the convening center.

***Does SPH Events provide linens?***

SPH Events does not provide linens for table rounds, but does provide plastic table covers. The Event Host should request these or rent linens from a caterer.

***If an event offers food and beverage, does SPH provide housekeeping support?***

All events that provide food and beverages that take place in the convening center require housekeeping to be staffed, which is paid for by the event host.

## GWIT

***Who manages AV technology for events?***

The Events Manager is also restricted from providing AV & technical support, which is the responsibility of GWIT. The event manager will communicate the event AV needs with GWIT.

***Does GWIT provide AV set up for an event?***

Tech support will be scheduled 30 minutes prior to the event's start time. GWIT does not provide event support prior to 8 AM on weekdays or on weekends. The Events Manager cannot provide any AV-related support for the event prior to or during the event.

***Does GWIT provide a laptop or computer for events?***

Yes, GWIT does provide laptops for events in the convening center; however, organizers must bring their laptop or use the in-room technology in the auditorium, lecture halls, and case study.

***Will GWIT be present during the event?***

Once the AV system is turned on and set up, the GWIT technician is not required to remain in the event space and may be called to provide AV support elsewhere. When technical support is required during the event, the Event Host should call GWIT support at 202-994-7900.

***Who manages technology for virtual events and Zoom meetings?***

While GWIT can help get virtual platforms up and running prior to the start of the event, all virtual platforms must be managed by the event host and their staff during the event, through their own GW accounts. Event hosts and participants should not attempt to troubleshoot or resolve any facilities or A/V-related issues.

## Events with Alcohol

***Does SPH allow events with alcohol?***

Yes, but only beer and wine. Events with alcohol must have a licensed alcohol handler, and must present a business license to operate in DC and liability insurance at least 30 days prior to the event start date. Event Host is required to notify GWPD and [request](#) for security for events.

***Can students consume alcohol during an event?***

Students who are over the legal drinking age are permitted to have alcohol at an event.

***Can student organizations host events that serve alcohol?***

Yes, but there are strict guidelines that must be adhered to when students are present at an event in which alcohol is served, which can be found [here](#). Faculty advisors must be present during the entirety of an event if student organizations plan to provide alcohol.

## Billing

***How does billing work?***

University services, including event housekeeping, facilities set-up, and GW police, as well as any rental booking fees, shall be paid by the department, institute, and student organization and are billed after the event by the central university service. Groups owing money from a previous event will not be permitted to host future events until all payments have been made.



## IMPORTANT CONTACTS

**SPH Events:** space@gwu.edu [\[link\]](#)

**SPH Communications:** gwsphweb@gwu.edu [\[link\]](#)

**GW Campus advisories:** [\[link\]](#)

**GW Disability Support Services:** 202-994-8250 [\[link\]](#)

**GW Facilities:** (202) 994-6706 [\[link\]](#)

**GW Police (non-emergency):** (202) 994-6110 [\[link\]](#)

**GWIT Support:** (202) 994-7900 [\[link\]](#)

## TIMELINE OF RESPONSIBILITIES

<i>Event Manager</i>	<i>Event Host</i>
<b>30 Days Prior to the Event</b>	
Contact event host to discuss space set-up and logistics	Begin planning for catering & submit order Contact Communications to promote event Provide list of vendors that will provide services, and external & rental equipment
<b>15 Days Prior to the Event</b>	
Submit and schedules work orders for set up, housekeeping, and GWIT	Submit requests for security & GW police
<b>Day Before the Event</b>	
Work with Facilities to set up the space	Email list of non-SPH attendees & vendors
<b>Day of the Event</b>	
Provides support, contacts facilities and handle issues and cleaning Works with facilities to strike the space and close the venue	Meet vendors in the lobby & escort to venue Meet GWIT 15-30 minutes prior to start time Ensures that vendors have removed all equipment, materials, and excess food & beverage at the end of the event
<b>After the Event</b>	
Work with Finance to initiate payments for rental and any additional charges	Provide feedback to SPH Events via survey



## UNIVERSITY-APPROVED CATERING SERVICES

Event organizers are welcome to use any caterer that is certified and can provide a business license and proof of liability insurance. Caterers serving alcohol and alcohol distributors must be certified by the District of Columbia.

Vendor	Contact	Phone	Email	Site
Creative Catering	Maria Iturralde	(202) 803-7943	maria@creativecateringdc.com	<a href="#">Link</a>
Founding Farmers	Emily Kupersanin	(301) 312-4114	ekupersanin@frg.farm	<a href="#">Link</a>
Fresh Connections	Mina Jones	(703) 707-8304	mjones@fccatering.com	<a href="#">Link</a>
Greenleaf	Michelle Pulliam	(703) 289-1281	michelle@rootandstemdc.com	<a href="#">Link</a>
GW Catering		(202) 994-0625	dining@gwu.edu	<a href="#">Link</a>
Key Ingredients	Javier Zerpa	(240) 474-5158	javier@keycaterers.com	<a href="#">Link</a>
La Prima	Rasheda Clark	(301) 220-3713	rclark@laprimacatering.com	<a href="#">Link</a>
Panera	Lance Cohen	(703) 966-4942	Lance.Cohen@PaneraBread.com	<a href="#">Link</a>
Relish Catering	Alison Bate	(202) 294-5327	abates@relishcateringdc.com	<a href="#">Link</a>
Ridgewell	Maggie Mayhew	(301) 907-3736	mmayhew@ridgewells.com	<a href="#">Link</a>
Root & Stem	Michelle Pulliam	(703) 289-1281	michelle@rootandstemdc.com	<a href="#">Link</a>
Windows Catering	Garrett Thatcher	(703) 752-9403	gthatcher@catering.com	<a href="#">Link</a>

Invoices that are more than \$3,500 cannot be paid by PCard; please contact [p2p@gwu.edu](mailto:p2p@gwu.edu) for instructions on paying invoices greater than the limit.

Additional information about university-approved caterers and available discounts can be found at <https://ibuy.gwu.edu/catering-services>.

## REGISTERED SUPPLIERS

Event organizers are welcome to use any registered supplier that is certified and can provide a business license and proof of liability insurance.

Requests for photographers at the GW Office of Communications & Marketing for events can be made here: <https://communications.gwu.edu/multimedia/photography-request>

Vendor	Contact	Phone	Email	Site
<b>Promotional &amp; Marketing Materials</b>				
4imprint	Kacie Dwyer	(877) 446-7746	kdwyer@4imprint.com	<a href="#">Link</a>
Mac Mannes Inc		(202) 333-0900	askmac@macmannes.com	<a href="#">Link</a>
<b>Rental Equipment, Sound &amp; Staging</b>				
All Stage & Sound Inc		(301) 977-3686	info@allstage.com	<a href="#">Link</a>
Allied Party Rentals		(301) 986-0067	info@alliedpartyrentals.com	<a href="#">Link</a>
DC Exhibits		(202) 596-8910	info@dcexhibits.com	<a href="#">Link</a>
Fabrication Events	Kathleen Doyle	(240) 457-4041	kathleen@FabricationEvents.com	<a href="#">Link</a>
Party Rental Ltd		(844) 464-4776	orders@partyrentalltd.com	<a href="#">Link</a>
Perfect Settings		(202) 722-2900	pssales@perfectsettings.com	<a href="#">Link</a>
Plants Alive	Jeff Kushner	(240) 418-8137	jeff@plants-alive.com	<a href="#">Link</a>
<b>Photography &amp; Videography</b>				
All Ends Meet	John Bogley	(301) 370-0404	@allendsmeet.com	
Images by Christiani	Jamie Christiani	(301) 237-5251	info@imagesbychristiani	<a href="#">Link</a>
RCI Systems		(301) 931-9001	info@rcisystems.com	<a href="#">Link</a>
Scavone Photography	Dave Scavone	(571) 271-1337	davescavone@comcast.net	

Invoices that are greater than \$3,500 cannot be paid by PCard; please contact [p2p@gwu.edu](mailto:p2p@gwu.edu) for instructions on paying invoices greater than the limit.

## HOTELS & LODGING

For events that need to provide hotel accommodations for event guests, staff, or speakers, there are a number of lodging options available downtown around the Foggy Bottom Campus. GW has negotiated hotel lodging discounts offering reduced pricing at specific properties that are convenient to the GW Foggy Bottom and Mount Vernon campuses. Hotels can be booked with rate by visiting: <https://ibuy.gwu.edu/discounted-lodging-foggy-bottommount-vernon-campus>.

Hotel	Address	Distance	Site
2500 Penn	2500 Pennsylvania Ave NW, Washington DC 20007	0.2 mile	<a href="#">Link</a>
AC Hotel Marriott	1112 19th Street NW, Washington DC 20036	0.5 mile	<a href="#">Link</a>
AKA Hotel	1 Washington Circle NW, Washington DC 20037	0.1 mile	<a href="#">Link</a>
Arc Hotel	824 New Hampshire Ave NW, Washington DC 20037	0.2 mile	<a href="#">Link</a>
Courtyard by Marriott	515 20th Street NW, Washington DC 20006	0.7 mile	<a href="#">Link</a>
Fairmont Hotels	2401 M Street NW, Washington DC 20037	0.3 mile	<a href="#">Link</a>
Hilton Garden Hotel	2201 M Street NW, Washington DC 20037	0.3 mile	<a href="#">Link</a>
Hive Hotel	2224 F Street NW, Washington DC 20037	0.4 mile	<a href="#">Link</a>
Hotel Lombardy	2019 Pennsylvania Ave NW, Washington DC 20006	0.3 mile	<a href="#">Link</a>
Hyatt Place	2121 M Street NW, Washington DC 20037	0.3 mile	<a href="#">Link</a>
Marriott Washington	1221 22nd Street NW, Washington DC 20037	0.4 mile	<a href="#">Link</a>
Melrose Georgetown Hotel	2430 Pennsylvania Ave NW, Washington DC 20037	0.1 mile	<a href="#">Link</a>
Normandy Hotel	2118 Wyoming Ave NW, Washington DC 20008	1.2 mile	<a href="#">Link</a>
Residence Inn Marriott	801 New Hampshire Ave NW, Washington DC 20037	0.2 mile	<a href="#">Link</a>
River Inn	924 25th Street NW, Washington DC 20037	0.2 mile	<a href="#">Link</a>
State Plaza Hotel	2117 E Street NW, Washington DC 20037	0.5 mile	<a href="#">Link</a>
St Gregory Hotel	2033 M Street NW, Washington DC 20006	0.4 mile	<a href="#">Link</a>
Watergate Hotel	2650 Virginia Ave NW, Washington DC 20037	0.4 mile	<a href="#">Link</a>
Westin Hotel	2350 M Street NW, Washington DC 20037	0.3 mile	<a href="#">Link</a>
Yours Truly Hotel	143 New Hampshire Ave NW, Washington DC 20037	2.7 mile	<a href="#">Link</a>

# CONVENING CENTER LAYOUT DIAGRAM

