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Introduction: Planning Your Event

Events held at the Law School are generally successful if organizers plan in advance and inform Law School staff about what they need for an event. Any time you invite an outside speaker to Virginia Law, you help form an impression about the Law School. Creating positive experiences for speakers and guests will lead to a better environment for all members of the Law School community.

Event Checklist

- Reserve room(s) online via LawWeb
- Speakers (invitations, transportation, accommodations)
- AV needs (please indicate on your room reservation form; for microphones/the podium in Caplin Pavilion, follow up with David Holsapple, deh8j@virginia.edu; for all other needs, follow up with lawitc@virginia.edu)
- Facilities/Housekeeping (for two-hour+ events; David Holsapple, deh8j@virginia.edu)
- Publicity (Communications Office, lawcomm@virginia.edu or 924-3786)
- Parking (Building Services, lawbuilding@virginia.edu or 924-4358)
- Event Supplies (Student Affairs, 924-3737)
- Food/catering
  - If you plan to serve alcohol, you must comply with alcohol policies, which are detailed below. The online request form should be submitted in advance of your event (Student Affairs, 924-3737)

Choosing a Day(s) for Your Event

Some days are better for holding events than others. It can be hard to get a sizable audience on Fridays or even Thursday afternoons, for example, and attracting an audience on the days immediately before and after the fall and spring breaks can also be difficult. Recognize that events scheduled after a major break need more promotion.

Consider your target audience. When choosing a date and time for your event, study the class schedule and academic calendar and consider what other Law School and University events are taking place on or around the date(s) you have in mind. Consult the Law School’s online public calendar ("Events" at the top of the website), the reserved rooms schedule on LawWeb, and the University’s calendar to check for potential conflicts. Submit your room reservation request promptly, even if some details have not been finalized, particularly if you are planning a large conference or major event.

Room reservation requests submitted over the summer are pending until the course schedule is set. To mark a date for a major event on the public calendar during this time, contact the Communications Office at lawcomm@virginia.edu in addition to submitting a room reservation request.
Inviting Speakers

Before you extend an invitation to any outside speaker or guest, consider the following:

Protocol dictates that the dean, or in some cases the president of the University, formally invite certain guests to the Law School and to the University. Examples of dignitaries in this group include U.S. Supreme Court justices, heads of state and senior government officials (U.S. cabinet members or ministers of foreign governments). If you would like to invite a dignitary to the Law School, contact Diddy Morris (diddymorris@virginia.edu or 982-6598) before extending the invitation.

Student groups may invite many other high-profile speakers directly, after consulting with the Dean’s Office (contact diddymorris@virginia.edu or 982-6598). Invitations in this category include those to federal or state judges, legislators or executive branch officials. Invitations for conferences, symposia, named lectures or book tours should also be extended only after notifying the Dean’s Office. Most events at the Law School will fall into this category.

For small informal events, student groups may extend invitations without prior notification, but the chair or head of the organization should send a copy of the invitation to the Dean’s Office when the invitation is sent. An example of this kind of invitation might be a request to a recent graduate to speak at a brown-bag lunch.

When in doubt, consult with Diddy Morris (diddymorris@virginia.edu or 982-6598) before extending any invitation to an outside speaker.

Fundraising and Solicitation

University and Law School policies limit sales, solicitation and student fundraising activities. Law School student group solicitation or acceptance of sponsorships over a certain amount must be approved in advance by the Office of Student Affairs and the Law School Foundation. More information and request forms are available on LawWeb; request forms must be submitted to the Office of Student Affairs. Sales and solicitation by outside entities on Law School premises are prohibited without the prior approval of the Senior Associate Dean for Administration.

Reserve a Room/Post on the Law School Events Calendar

Reserving a room is the first step to a successful event. Reserving a room notifies us that an event is happening, ensures that you get the kind of room you need and allows you to publicize the event on the Law School calendar and other places.

Use a room that matches your audience. Usually an event feels successful to the speaker if the room is full. A 25-person event in a seminar room will feel successful, but that same event in Caplin Pavilion will feel like a failure. Be realistic about how many people are likely to attend your event. Room capacities are listed on the online room reservation form.
To reserve a room:

- Fill out the online room reservation form.
  - Remember to note:
    - any A/V needs,
    - needs for tables/chairs and how you want them arranged
    - any other special requests (e.g., building access, room access, parking, coat racks)
- To post the event on the Law School’s public calendar, click the checkbox to post the event online. Phrase the description of your event in the third person; the calendar represents the whole school, so "come to our event" will likely be reworded.
- Any questions about your room request will come from David Holsapple, deh8j@virginia.edu. If you requested that the event be posted on the public calendar, you will also receive a separate confirmation from the Communications Office that the event is posted online.
- Room reservation requests submitted over the summer are pending until the course schedule is set. To mark a date for a major event on the public calendar during this time, contact the Communications Office at lawcomm@virginia.edu.
- You can request changes to room reservations or make changes to your public calendar descriptions online on LawWeb (you will receive a link to do so in your confirmation email, and there is also a link under the News/Events tab in LawWeb, under Event Management, called “View/Edit Your Room Requests”)
- Use of some spaces outside of normal business hours may require the temporary issue of a room key. You must make arrangements for the key before the event with David Holsapple (deh8j@virginia.edu).
  - Note: The exterior doors to the Law School are on an electronic locking system. Exterior doors lock at 7 p.m. Monday–Friday, and at 5 p.m. on Saturday and Sunday. In the mornings, the doors are unlocked at 7 a.m. Monday–Friday, and at 9 a.m. on Saturday and Sunday. If you are planning a late evening event or a weekend event that begins early in the morning, please contact Greg Streit, Assistant Dean for Building Services (streit@virginia.edu; 982-2802) with questions.
- If you are unsure of what room you should use, contact David Holsapple at deh8j@virginia.edu.
What Qualifies for the Public Events Calendar?

Events that are open to the Law School public and likely to interest a cross-section of the Law School community may be posted on the calendar. Student organizations' regularly scheduled meetings are not eligible for the public events calendar, although you can post the initial meeting of a student organization each semester. Charity events need to have a direct connection to the Law School to be listed. For example, a blood drive on Law School Grounds may be listed; a 5K run on University Grounds that has no particular connection to the Law School would probably not. That said, our judgment on inclusion tends to be liberal and permissive.

Facilities and Housekeeping

All events require appropriate clean-up and disposal of trash in receptacles or at a dumpster at the loading dock. The room(s) where your event takes place MUST be in classroom-ready condition following your event. If it is not, your organization will be charged for clean-up.

- If you provide food at your event, it is your organization’s responsibility to leave the space clean and ready for class following the event.
- If you are hosting an event in Spies Garden, contact David Holsapple, deh8j@virginia.edu. He will, in turn, contact Housekeeping to make sure that garbage cans with liners are set up for your group the day of your event.
- If you are planning an event that will last more than two hours (i.e., a daylong conference), contact David Holsapple at least a month in advance of your event so that you can discuss any anticipated housekeeping and facilities management involvement and related costs. He will work with you to keep your costs down and see where your members can help out. He will need to know which room(s) you have reserved, the estimated head count, and whether or not food will be served.

Audio-Visual Needs

Make arrangements for audio-visual needs (microphones, speakers, PowerPoint or laptop projection) in advance of the event.

- If you are using Caplin Pavilion or Caplin Auditorium and you only need the lectern and a microphone, contact David Holsapple at deh8j@virginia.edu.
- For all other AV/IT requests — e.g., you need PowerPoint capabilities, multiple microphones, or other assistance — contact Law ITC at lawitc@virginia.edu to make arrangements.
- LawITC will work to assist with any AV or tech support needs for your event, but staff are not able to provide in-person support for and during all events. You are responsible for discussing your event’s tech needs and support issues with LawITC before your event, preferably at the time of your formal room reservation but at least 24 hours in advance of your event. Classroom technology often can be easily operated without LawITC support, with a short demonstration at some point before your scheduled event or room reservation.
Parking

- Generally speaking, a permit/pass is required in order to park at the Law School during normal business hours (7:30 a.m.- 5 p.m., Monday through Friday). The University’s Parking and Transportation Department (P&T) monitors the lots and strictly enforces permit parking. When making your event space reservations, please address any special parking concerns.
- For small events, individual visitor parking hang tags can be provided to the attendees who drive to the Law School. Note: Parking passes will not be provided to University students.
- For larger events, the Law School may decide to request an enforcement lift from P&T. Requests to lift enforcement will be considered on a case-by-case basis. Note: P&T charges for this service.
- If you have questions about parking or you would like to make parking arrangements, please contact David Holsapple (deh8j@virginia.edu) with the following information:
  - The name of your group(s) and the event.
  - The event’s date and time.
  - The number of attendees you anticipate.
  - Whether you want signage for parking. (Note: This is at additional cost.)
- After your parking arrangements are finalized, please inform your visiting attendees of our parking policies (permit/pass enforcement) and provide them with the appropriate detailed parking instructions specific to your event.

Hotel Accommodations for Speakers and Guests

- There are a number of hotels near the Law School:
  - The Inn at Darden, on the Darden School grounds, offers proximity to the Law School. Contact the Inn at 243-5000 to reserve or hold a room or rooms.
  - Boar’s Head Inn, 200 Ednam Drive, 296-2181.
    - They can be expensive and require a credit card to hold the room.
  - Marriott Courtyard Medical, 1201 W. Main Street (near the Corner), 977-1700
  - Hampton Inn and Suites, 900 W. Main Street (near the Corner), 923-8600
  - Residence Inn, 1111 Millmont Street (near the Office of Parking & Transportation), 923-0300
- Assist your guest with transportation to and from the Law School. Do not assume that they know their way. They may simply need directions, or in some cases, they may look to you to help make arrangements for a car/taxi service. Also, have a member of your organization greet your guest when they arrive at the Law School.

Advertising Your Event

Posting Flyers

- The Law School has strict restrictions on posting notices. No posters, announcements or directional information may be posted on doors, windows, walls, furnishings or similar places.
- When using the kiosks or bulletin boards, do not use staples. Use pushpins only.
- You may post fliers for your event on the weekly event board in Hunton & Williams Hall.
Other Promotional Opportunities

- Add your event to the SBA email announcements sent twice weekly by the SBA Secretary. Contact SBASecretary@virginia.edu.
- If you want to invite the broader UVA community, post your event on the UVA calendar: www.virginia.edu/calendar.
- Contact faculty who might have an interest in your event. Ask them to announce the event in their class, or check into whether a student in the class can write it on the chalkboard.
- Consider co-sponsoring your event with other student organizations whose members might be interested in attending. Make sure they plan to encourage members to attend.
- If you would like to contact alumni about your event, please refer to Inviting Alumni (page 9).
- If your event is open to the public, consider emailing legal listservs or organizations that focus on related topics. For example, organizers of an international law event could email groups that focus on international issues.
- If you plan to use an email to promote an event, consider carefully WHEN to send it. Do not send notice of a Tuesday event on a Friday, and don’t send it at 5 p.m. — it will get lost. The larger the event, the more advance notice is required.

Communications Office Design and Publicity Services

The Communications Office is responsible for publicity for major Law School–sponsored events. The office will consider requests from student organizations for posters or other services in cases of major conferences, such as the annual Virginia Law & Business Review symposium. Requests for posters or other services must be made at least three weeks in advance of the event, and the event must be expected to attract at least 50 people.

Poster templates are available online for student use. For more information, go to Advertise Your Event on the Event Planning website.

Timeline for major conferences and events:

- **Two months before the event:**
  Meet with the Communications Office to discuss conference needs. Events requiring registration may need even more lead time.
- **Three weeks before the event:**
  All materials (including images, bios, schedules for programs) are due to the Communications Office.
- **Two weeks before the event:**
  Finalized and approved materials are sent to the printer.
Inviting Alumni to Events

To ask alumni to attend or participate in an event, contact the Alumni Relations Office. Our alumni have asked us not to hand out their contact information, since they are frequently solicited for many different things. Out of respect for their wishes we have devised a system that works for them and gives you access.

- Please write an email request to Laura Monroe, lmonroe@virginia.edu and copy Eileen Lavis elavis@virginia.edu.
- Include in the request:
  - The name of your group and the event.
  - The date of the event and the time.
  - Whom you would like to contact — i.e. small-business attorneys, general counsel, attorneys in the public sector or specific names
  - Whether you would like suggestions for alums to contact to participate in your event.
  - The purpose of the event and the demographic of the overall group that will participate and who has been invited.
- After reviewing your request, the Foundation will respond to you on the next step to contact the alumni.
- The Foundation may be able to facilitate an email advertising your event to our alumni if it is relevant.

In-House Event Supplies from the SBA

All of the event supplies listed below are available free of charge through the Student Affairs Office on a “first-request” basis. The SBA purchased these items for your use at organization events only.

To use any of these supplies:

- Call the Student Affairs Office (924-3737) and place needed items on hold for the date of your event.
- Indicate a pick-up and return time so that other groups know when they may have access to the items as well.
- Except as noted below with respect to tablecloths, all of the event supplies must be returned to Student Affairs the day following the event.
- If you use a tablecloth, you must have it cleaned and returned no later than the day following the event. Drop it off for dry-cleaning at the Courts and Commerce bookstore. **Your organization is responsible for the dry-cleaning fee (currently $12, but subject to change by the cleaners).**
- If you do not return supplies to Student Affairs, you will be responsible for the replacement cost.

Available Supplies:
- Easels for signs
- Tablecloths *(Note: Use these to "dress" tables used for speakers and panels)*
- Large ice bucket
- Ice tongs
- Wine openers
- Large bucket to keep beverages cold
- Two water pitchers
- Assorted baskets
• Trays
• Cheese knife
• Punch bowl set
• Tray and bowl set (2)

Suggested Caterers

There are many wonderful caterers in Charlottesville. Below are some of the caterers who have been used in the past for events held at the Law School. Users assume responsibility for all of their caterer’s activities.

• C & O Catering, Christelle Koeper, 434-971-7044
• Sandy Motley Catering, 434-245-1231
• The Catering Outfit, 434-296-3185
• Eric Stamer Catering, 540-885-5085
• Panera Bread, 434-245-6192

General Reception Budget

This first scenario is for a reception following a speaker or panel. Estimated costs and needs for a one-hour reception for 50 guests:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room reservation</td>
<td>No charge</td>
</tr>
<tr>
<td>Staff (bartenders, food pick up, room set up)</td>
<td>Organization members</td>
</tr>
<tr>
<td>Tables and chairs (indicate with room reservation)</td>
<td>In-house</td>
</tr>
<tr>
<td>Assorted Sodas</td>
<td>$15.00</td>
</tr>
<tr>
<td>Coke, Diet Coke, Sprite, 2 of each, 1 liter bottles</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>2 pitchers (for water)</td>
<td></td>
</tr>
<tr>
<td>*1 case of beer, 1 case of light beer</td>
<td>$25.00</td>
</tr>
<tr>
<td>*5 bottles of red wine</td>
<td>$50.00</td>
</tr>
<tr>
<td>*5 bottles of white wine</td>
<td>$50.00</td>
</tr>
<tr>
<td>Plastic cups</td>
<td>$10.00</td>
</tr>
<tr>
<td>Ice bucket, tongs</td>
<td></td>
</tr>
<tr>
<td>Wine opener</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>Bucket to chill beer and wine</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>Tablecloth for food and beverage table</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>Dry cleaning for cloth (must be done for any cloth use)</td>
<td>$12.00</td>
</tr>
<tr>
<td>Easels for signage</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>1 cheese cube platter $40</td>
<td>$40.00</td>
</tr>
<tr>
<td>1 vegetable and dip platter @ $30</td>
<td>$30.00</td>
</tr>
<tr>
<td>1 box of assorted crackers</td>
<td>$10.00</td>
</tr>
<tr>
<td>Cocktail napkins</td>
<td>$8.00</td>
</tr>
<tr>
<td>Baskets to display crackers</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>Napkins</td>
<td>Event Supplies</td>
</tr>
<tr>
<td>5 bags of ice</td>
<td>$15.00</td>
</tr>
</tbody>
</table>
Estimated Total: $265.00

* Alcohol is not necessary or appropriate at all receptions.

Reception responsibilities of the host organization:
- Reserve event supplies with Student Affairs
- Arrange for housekeeping if your event will be more than two hours (Gary Wood, 924-3752)
- Sign out the items listed as Event Supplies at the Student Affairs Office (924-3737)
- Set up the reception table, ice, wine, beer and sodas
- Clean up after the event
- Return the Event Supplies clean and ready for the next group to the Student Affairs Office
- Take the table cloth to the Law School bookstore for dry cleaning no later than the day after the event

Additional Estimates on Catered Events

If you have an event that warrants hiring a caterer, below are some rough estimates on cost:

**Breakfast for 200**
- $15.00 pp for food (pp = per person)
- $8.00 pp for beverages (should include coffee, which can be expensive)
  - Includes hard plastics and linens
*Estimate: $4,600*

**Lunch for 120**
- $25.00 pp for food
- $5.00 pp for beverage
- $10.00 - $15.00 pp for rentals
*Estimate: $5,400*

**Reception for 200**
- $25.00 pp for food (heavy hors d’oeuvres and pick up items)
- $14.00 pp for beverages (full bar)
- $5.00 - $10.00 pp for rentals
*Estimate: $9,400*

To reduce costs, you can use plastic cups and serve wine and beer only.

Alcohol Approval Request and Permit

Pursuant to UVA policy, if you wish to serve alcohol at an event on University property, including at the Law School, or at a University function where students will be present, you must get approval from the University’s Office of Student Affairs. This process is conducted online at [http://vpsa.virginia.edu/alcohol](http://vpsa.virginia.edu/alcohol), where you will find links to the relevant permission form as well as to an explanation of the process. Notice that there will be a place for you to indicate whether you are a law student or law faculty. The form will first be routed to Dean Davies (for student requests) or to Diddy Morris (for faculty requests) for initial review.
and approval. You will be contacted if changes are required. If no changes are required, the form will be forwarded to the University’s Office of Student Affairs for final approval. **Allow at least a week for this process.** Students: please inform Dean Davies when you receive approval from Vice President Lampkin’s office, as they do not notify her separately.

Where the form asks for the percentage of underage students, write "1%". With respect to precautions taken on account of these students, write "Dean Davies has counseled with underage students in accordance with an agreement with Vice President Lampkin's office." It will not be necessary to check IDs, use wristbands, etc.

You must indicate that food and non-alcoholic beverages will be available at all times. You must also indicate who will be serving the alcohol and monitoring consumption.

If you are an officer of an organization, note that the usual University rule is that a trained event manager must be present and taking responsibility at every event that includes alcohol. Although this will not be required for Law School functions, **it is required that the officers of the organization take the training, which can be accomplished online.** For instructions, see [http://vpsa.virginia.edu/event-guidelines](http://vpsa.virginia.edu/event-guidelines). Do not permit an alcohol request to be submitted on behalf of your organization until this requirement has been satisfied.

**Follow these requirements carefully. Violation of UVA policies regarding alcohol at events can result in the full range of sanctions available to the University Judiciary Committee, including suspension and expulsion.**

The Virginia ABC authorities have informed the University Vice President's office that if an organization or department charges for any part of an event that involves alcohol — e.g. The Libel Show, Barristers’ Ball, a conference, etc. — the organization needs to get a banquet license for that event. The process is online here: [http://www.abc.virginia.gov/licensing/banquet.htm](http://www.abc.virginia.gov/licensing/banquet.htm). The information about prices etc. for a one-day banquet license is here: [http://www.abc.virginia.gov/licensing/banquet.htm#Banquet](http://www.abc.virginia.gov/licensing/banquet.htm#Banquet). If you have questions about the forms, you can find the ABC contact info for Charlottesville at this link: [https://ebusiness.abc.virginia.gov/eLicense/controller?task=contactUs](https://ebusiness.abc.virginia.gov/eLicense/controller?task=contactUs)

Please be sure that anyone who submits a request on behalf of the organization you lead is aware of these requirements.