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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; Gary Wood, 924-3572)
- 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 must 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.
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.
- 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.

Rooms That Allow Food

- Food is not allowed in Caplin Auditorium, most classrooms or in any seminar room.
- Pizza is allowed only in the 1950 Dining Room (which can be reserved after 4 p.m.) and the Caplin Auditorium lobby.
- Rooms that allow food:
  - SL262, holds 64 people
  - WB105, holds 44 people
  - WB121, holds 26 people
  - SL284, holds 20 people
  - Caplin Pavilion
  - Spies Garden (the courtyard behind Caplin Pavilion)
- If you provide food, it is your organization’s responsibility to leave the space clean and ready for class following the event.
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 are hosting an event in Spies Garden, contact Gary Wood at 924-3752. He will make sure that garbage cans with liners are set up for you and 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 Gary Wood at least a month in advance of your event so that you can discuss any anticipated housekeeping and facilities costs. He will work with you to keep your costs down and see where your members can help out. Housekeeping 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 dch8j@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

- Parking in the D-2, D-3 and blue lots near the Law School is reserved for those with permits from 7:30 a.m.--5 p.m. on weekdays. Towing is enforced.
- Address special parking concerns when you reserve event space — such needs may warrant changing the space you originally planned for.
- Direct parking questions to, and make all arrangements through Building Services (lawbuilding@virginia.edu; 924-4358). Include the following:
  - The name of your group(s) and the event.
  - The event’s date and time.
  - The number of attendees you anticipate.
  - The specific lot(s) you want to use for your event.
  - Whether you want signage for parking. (Note: this is at additional cost.)
  - Note: P&T handles requests to lift enforcements for a particular lot on a case-by-case basis, and they do charge a fee for lifting parking restrictions. Lifts will not be approved for events with anticipated attendance of 25 guests or fewer. If you expect fewer than 25 guests, your group can purchase individual permits for guests.
- Event attendees are often confused about whether they can park in a visitor’s space or in the lot closest to Darden’s Inn. Remember to clearly state where they can park.
- If you invite community members who do not have Law School parking permits to your event, and you are not reserving space for them or holding the event after hours, you will need to inform your guests that parking is unavailable in the reserved lots or the visitors' spaces. Otherwise they will be ticketed.

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.
  - Marriot 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 Conference on Public Service and the Law. 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.

• Chef Ted Catering, 434-295-9283
• 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:

Room reservation
Staff (bartenders, food pick up, room set up) Organization members
Tables and chairs (indicate with room reservation) In-house
Assorted Sodas $5 per Coke, Diet Coke, Sprite, 2 of each, 1 liter bottles 15.00
2 pitchers (for water) Event Supplies
*1 case of beer, 1 case of light beer 25.00
*5 bottles of red wine 50.00
*5 bottles of white wine 50.00
Plastic cups 10.00
Ice bucket, tongs Event Supplies
Wine opener Event Supplies
Bucket to chill beer and wine Event Supplies
Tablecloth for food and beverage table Event Supplies
Dry cleaning for cloth (must be done for any cloth use) 12.00
Easels for signage Event Supplies

1 cheese cube platter $40 must be pre-ordered 40.00
1 vegetable and dip platter @ $30 must be pre-ordered 30.00
1 box of assorted crackers 10.00
Cocktail napkins 8.00
Baskets to display crackers Event Supplies
Napkins Event Supplies
5 bags of ice  

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)
- $12.00 pp for beverages (full bar)
- $5.00 - $10.00 pp for rentals
Estimate: $9,000

To reduce costs, you can use plastic cups and serve wine and beer only.
Alcohol Approval Request and Permit

- Go to www.virginia.edu/vpsa/forms
- Click on “Online form” under Approval Request for Alcoholic Beverages at Approved University Functions

If you wish to serve alcohol at an event on University property, including an event at the Law School, you must get approval from the University’s Office of Student Affairs through an online form. To get approval, go to www.virginia.edu/vpsa/forms, where you will find an explanation of the process and the relevant online form. There is a place on the form for you to indicate that you are a law student. Your form will be routed to Dean Ballenger for initial review and approval. If no changes are required, the form will then be forwarded to the University’s Office of Student Affairs for final approval. You should allow at least a week for this process.