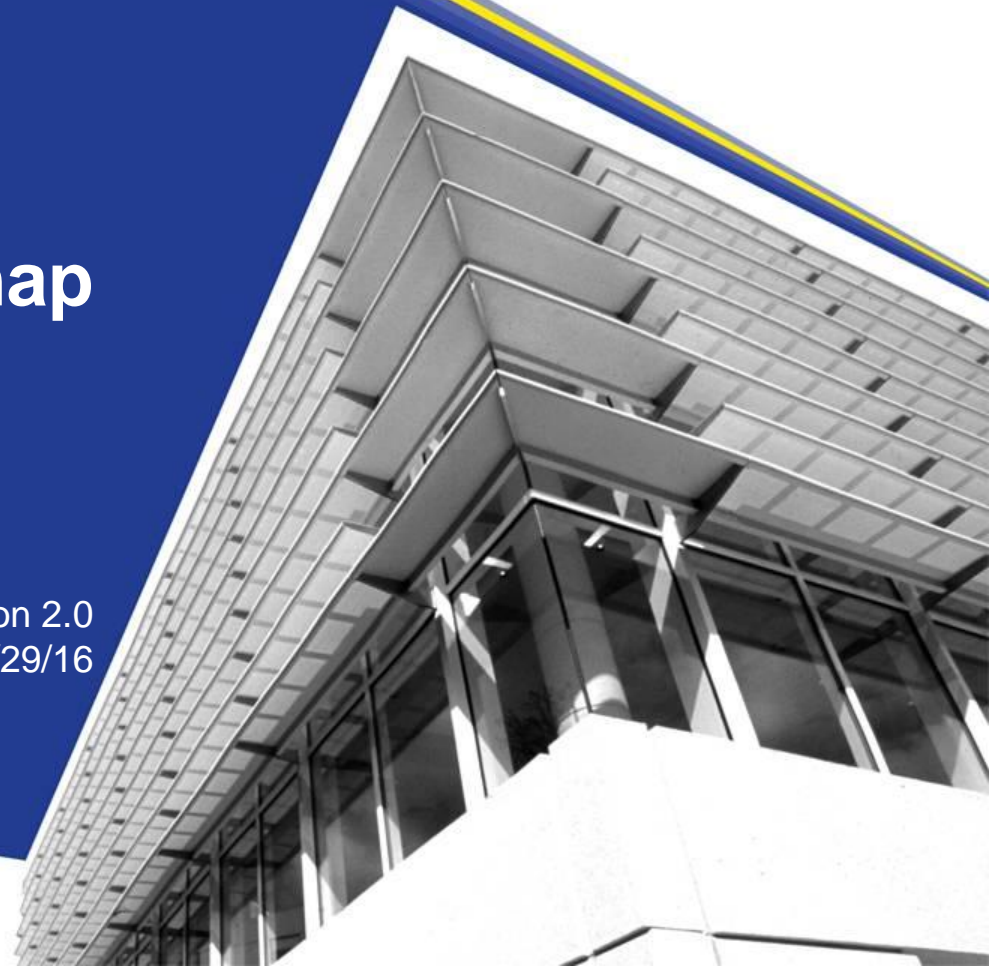


RETHINKING  
THE BOUNDARIES



**Event Planning Roadmap**

version 2.0  
updated 03/29/16



# Why and How to Use this Guide

- **Why should I use this??**

This guide is designed by the Office of Student Life as a roadmap to help students plan events according to Fuqua best practice and in a manner that fully utilizes the resources available to you. We hope that it will make your life considerably easier as you work on your event(s)!

- **How do I use this??**

The guide is designed to be as comprehensive as possible so it is useful for planning any type of student event (i.e., speaker events, socials, etc.). Not all tips or steps may apply to your event, but by following the progression outlined in the timing and key steps sections, you will be prompted to think about all the critical areas and tasks in event planning.

We have included as much tactical information and pertinent links as possible so all the resources you may need are accessible from this document. **To start**, review the [General Timing guidelines](#) and the [Planning Tasks outline](#) to get the big picture plan for your event. Then, you can dive into specifics for each topic by following the links.

# General Timing for Event Planning

Task	Lead Time: “BIG Event”	Lead Time: “Small” Event
<b>1<sup>st</sup>: Book Date &amp; Space</b> <i>Get a date, reserve space, put it on the OrgSync calendar</i>	6-12 months	1-2 months
<b>2<sup>nd</sup>: Secure Speaker(s) / Design Content</b> <i>Design event content, invite speakers, risk management plan, sponsor outreach, catering.</i> <i>***Note: major sponsors and speakers (esp. C-level) can have longer lead times and must be coordinated with Fuqua Corporate Relations.</i>	3-6 months	1-2 months
<b>3<sup>rd</sup>: Plan Logistics</b> <i>Marketing, parking, facilities requests, etc.</i>	1-3 months	2-4 weeks

- “BIG” Event** = Event including a high profile or C-level speaker and/or a large audience (70+), needing multiple rooms or the large auditoriums. Most commonly a conference/symposium. These events generally require longer lead time and dates approved by MBAA. *See specific criteria [defining “Big” event](#).*
- “Small” Event** = Any event not meeting “Big” event criteria. Often short workshops or seminars. Usually fewer speakers, small audience, and less than ½ day length. Generally requires less lead time and date does not need to be approved by MBAA.

# General Event-Planning Tasks

## FIRST STEPS

### 1. Get a Date & Calendar it:

- [BIG Event](#)
- [SMALL event](#)

### Get Space:

- [@ Fuqua](#): via 25 Live Online System
- If Event is **Not** [@ Fuqua](#)

## SECOND STEPS

### 2. Secure Speakers, Content Design, Sponsorship, Risk, Catering:

- Securing Speakers
  - [Process for High Level Speakers](#)
  - [General speaker process](#)
- [Corporate Sponsorship](#)
- Risk Considerations:
  - [Overview](#)
  - [If Alcohol will be Served at Your Event](#)
- [Arrange for Catering](#)

## FINAL STEPS

### 3. Facilities Logistics:

- [Event Signage](#)
- [Multimedia Needs](#)
- [Police Security](#)
- [After-Hour Logistics](#)

### Parking:

- [Parking for speakers and large amounts of guests](#)

## Appendix: HELPFUL TIPS

- [Marketing your Event](#)
- [Guidelines for creating Fuqua SWAG](#)
- [Money Handling: Purchasing/Reimbursements](#)
- Speaker Tips
  - [Speaker Accommodations](#)
  - [Speaker Gifts](#)
- [Tried & True Event Vendors](#)
- [Key Contacts for more help](#)
- [Key Contacts: CMC Sector Directors](#)

# First Steps: BIG Event (70+ attendees)

## A **BIG Event** meets one or more of these criteria:

- Has a target audience of 70 or more
- Will use Geneen, Fox, HCA, McClendon and/or multiple classrooms
- Includes one or more C-level, Board of Visitor, or Board of Trustee speakers

### • **STEP 1: Get event date approved**

The Fuqua student events calendar is managed by the MBAA and administrators to avoid major conflicts for larger events. If you are planning a “big” event, you need to apply to the MBAA VP of Student Organizations with a request for a date.

### • **STEP 2: Reserve rooms**

Once you have an approved date, you need space! All Fuqua spaces are reserved via the [online 25 Live system](#) (Log on with your Net ID at <http://events.duke.edu/facility/25Live> and follow the instructions to request rooms). The BMO will review your event request. Your room request will not be officially approved until you have received a confirmation e-mail from BMO. If you need assistance or advice on what space to book, contact BMO at [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu).

### • **STEP 3: Put it on OrgSync**

Add your event to [OrgSync](#) as early as possible. You can add specific detail later. This step helps ensure that anyone else scheduling smaller events will be aware of your event so major conflicts will not arise.

### • **NOTE: Your event is not official at Fuqua until these three steps are completed.**

*At this point, you should follow up with the BMO any time with any special requests or for help in understanding logistics and next steps in planning your event (email: [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu)). They will be the ones to tell how you want your space set up (tables/chairs, etc.), if you need linen or other rentals, if you need signs posted, or extra housekeeping support, etc.*

# First Steps: Small Event (under 70 attendees)

A **SMALL Event** is any event that doesn't fit "Big" event criteria

- **STEP 1: Choose a date**

Consult the CampusGroups calendar to find a date that will work for your event and minimize conflicts for students. NOTE: events cannot conflict with academic class blocks.

- **STEP 2: Reserve rooms**

All Fuqua spaces are reserved via the [online 25 Live system](http://events.duke.edu/facility/25Live) (Log on with your Net ID at <http://events.duke.edu/facility/25Live> and follow the instructions to request rooms). **The BMO will verify your request with an e-mail confirmation.** If you need assistance or advice on space, contact BMO at [bmo-events@fuqua.duke.edu](mailto:bmo-events@fuqua.duke.edu).

- **STEP 3: Put it on OrgSync**

Add your event to [OrgSync](#) as early as possible. You can add specific detail later. This step helps ensure that anyone else scheduling smaller events will be aware of your event so major conflicts will not arise.

- **NOTE: Your event is not official at Fuqua until these three steps are completed.**

*At this point, you should follow up with the BMO any time with any special requests or for help in understanding logistics and next steps in planning your event (email: [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu)). They will be the ones to tell how you want your space set up (tables/chairs, etc.), if you need linen or other rentals, if you need signs posted, or extra housekeeping support, etc.*



# Fuqua Green Events



- Interested in making your event more environmentally friendly? Showcase your spirit for sustainability by making your event officially Fuqua Green Certified. By completing a [checklist](#) of sustainable practices during your event planning process you can guarantee a more eco conscious event. Each Fuqua Green Certified Event will be given a certificate of completion, and a banner recognizing your green efforts will be displayed at your event. For questions and to see the checklist contact [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu).
- If you have questions about the Green Event Certification contact [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu) or [catering@fuqua.duke.edu](mailto:catering@fuqua.duke.edu)
- Equipment and Event Rentals
  - General Rental (919-383-6186)
  - Classic Party Rentals (704-523-9300)
  - Party Table Rentals Inc. (919-596-3521)
  - Special Event Rentals LLC (919-248-4709)
- Floral Arrangements
  - Ninth Street Florists [www.ninthstreetflowers.com](http://www.ninthstreetflowers.com)

# Getting Space: If Event is NOT @Fuqua

- Book your space early
  - Some tried & true venues Fuquans have used to good result in the past are listed in the appendix of this guide ([see here](#)).
  - The venue will likely require advance deposit or minimums, so be aware of what the commitments are.
  - Any contracts should be reviewed by the office of Corporate Risk Management ([corprisk@duke.edu](mailto:corprisk@duke.edu)) before you sign them. Allow at least 2-3 weeks lead time for review.
- Consider providing shuttles for your participants, especially if [alcohol will be a part](#) of the event
- See the information on [money handling](#) in the appendix for how to pay for vendors and event expenses.





# Securing Speakers: High Level Asks

*BLUF – Don't do anything until you first connect with Fuqua's Corporate Relations team!*

- Start thinking about this as early as possible; i.e., the more advance notice you have the more likely it is the desired speaker will be available
- You **MUST** secure clearance AND obtain assistance from Fuqua's [Corporate Relations](#) team **BEFORE** approaching:
  - Duke Board of Trustees members
  - Fuqua Board of Visitors members
  - Corporate Officers [CEO, CFO, Chairman, President etc.]
- When meeting with Corporate Relations, be prepared to discuss who you want to contact as well as the scope and nature of the request
- **Once you have secured a high profile speaker be sure to:**
  - Connect with the [Corporate Relations](#) team to confirm all logistics as they can help you think through all of the logistics in bringing a high profile speaker to campus (e.g., security, gifts, handling, etc.)
  - Connect with [Fuqua Public Relations](#) who can assist you in promoting your event [if open to the public] and/or utilizing social media to showcase your event after it has taken place



# Securing Speakers: General Process

- **Timing:** Invite the representative(s) *at least* three to four weeks in advance of the event to allow ample time for them to arrange their schedule and travel plans.
- **Sourcing:** Contact the relevant [CMC Sector Director](#) and/or [Alumni Relations \(DAR\)](#) for recommendations and assistance with outreach. Other resources for speaker contacts are Fuqua Centers, the [Fuqua Alumni Directory](#), and your Fuqua peers. Remember to keep relevant groups informed of your outreach efforts.
- **Handling:**  
Your outreach communications should include the following (as relevant):
  - Name, date, time and location of the event
  - Topic and purpose of the event
  - Specific details about the event (agenda, format, expected audience)
  - Expectations of their participation (keynote speaker, panelists, moderator, etc.)
  - Provide your contact information, and thank them for their involvement with Fuqua
  - Include whether their participation in the event is part of their employer’s corporate sponsorship
  - Please list out class years for alumni speakers on your marketing materials.
  - Please submit alumni speakers to the Alumni Relations team so they can record their volunteerism
- Once the representative confirms their participation, provide information about area hotels ([see appendix](#)), additional information about the event, the preferred time that you would need for them to arrive, and request their bio (if necessary).
- Follow up with more details about the event if the details are not solidified by the time of the initial outreach. Additionally, provide questions in advance that panelists will need to be prepared to answer during the event.
- Verify if the contact is in the Fuqua Alumni Directory. If they are an alum, provide the [DAR contact](#) with the employer name, contact name, alumni year, contact information, and date/time of the event.
- Purchase a gift and prepare a thank you letter for the speaker(s). (see [tips on speaker gifts](#) in appendix)



# Corporate Sponsorship:

- **How to secure corporate sponsorship:**

- NEVER solicit an individual at an organization for a personal contribution to your club
- Connect with the industry-relevant [CMC Sector Director](#) and/or [Corporate Relations](#) team members for best practices.

*Note: decisions regarding spending allocations for the academic year are usually decided by companies between the prior May – August.*

- **Once sponsorship funding is secured:**

- ALL invoicing and collection of corporate sponsorships MUST be done by Corporate Relations
- Email Ginger Blackley in Corporate Relations [[blackley@duke.edu](mailto:blackley@duke.edu)] to request an invoice letter with specific information

- See [Fuqua411.com](http://Fuqua411.com) for more [specific guidelines on corporate sponsorships](#)



# Risk Considerations: Overview

- In planning any event, you should consider any elements which might expose you, your club, or your participants to risk.
  - Including [alcohol](#), travel, or physical activities in your event introduce risk, but are not the only factors to consider. Think broadly.
  - Tip: Use a risk assessment tool found at [Fuqua411.com on the Risk tab](#) in “How risky is my Event”
- Review risk questions and considerations provided in the [Fuqua411.com](#) including,
  - Do I need participant liability waivers? (to protect your club/Fuqua and YOU!)
  - Signing contracts (talk to us before you do!)
  - Certificates of Duke insurance
- Contact [studentlife@fuqua.duke.edu](mailto:studentlife@fuqua.duke.edu) with any questions you might have or to talk through the risk implications for your event.

# Risk Considerations: If Alcohol will be Served at Your Event

**BLUF – Alcohol at Fuqua strictly follows the NC State laws. Under no circumstances will students be permitted to bring their own alcohol into the building. If this policy is violated, Fuqua could possibly become a dry campus. If you have any questions about this policy please contact the [Student Life Office](#).**

- Any and all alcohol ordered, purchased or consumed in the Fox Student Center or anywhere else on the grounds of The Fuqua School of Business, falls under the ABC license of Bon Appétit or the R. David Thomas Center. It is the responsibility of all students, faculty and staff to ensure that all North Carolina ABC laws and service standards are followed when planning any kind of event that will involve alcohol service or consumption.
- Some of the ABC laws and service standards to consider include the following:
  1. There are no BYOB/Bring Your Own (alcoholic) Beverages at The Fuqua School of Business.
  2. All alcoholic beverage orders for events have to be coordinated and served through Bon Appétit (no cash bar allowed).
  3. All beer, wine, and liquor must be purchased through the ABC license of Bon Appétit .
  4. Alcoholic beverages may be donated, but they must be delivered directly to the caterer for serving. If the event has only beer & wine being served and is nonprofit, there is no permit needed (food must be provided). If the event has liquor being served, either nonprofit or for-profit, a permit is required and the group requesting the permit will need to contact the ABC licensing board.
  5. Please provide 7 days advance notice if you plan to order and/or donate alcoholic beverages. Specialty beverages require additional advance notice.
  6. All events where alcoholic beverages are served require staff for bartending. Some events may require additional security/I.D. checker staff. The number of staff required varies by group size and event duration. The group placing the order will be responsible for staff costs.
  7. Food must be present when alcohol is being served.
  8. Any kegs or special ordered alcoholic beverages that are not fully consumed must remain on the premises. It is very important to order wisely when planning an event.
  9. All alcoholic beverages must be consumed within the area that has been reserved for the function or event.
- There are additional standards and restrictions that apply which necessitate that everyone work directly with Bon Appétit regarding alcohol service or consumption of any kind at The Fuqua School of Business. See the [Catering @ Fuqua slide](#) for contacts.



# Arrange for Catering

- The preferred caterers for the Fuqua School of Business are:
  - **Bon Appétit Catering**  
Michael Mahony, General Manager  
Licelys Masseria, Catering Director  
(919) 660-7899  
Tammy McCoy, Catering Manager  
(919) 660-6397  
[catering@fuqua.duke.edu](mailto:catering@fuqua.duke.edu)  
Fax – 919-660-8095
  - To enter a **Catering Request**: please use the following web link  
<https://bonappetitcateringatfuqua.catertrax.com/>
  - **Payment Options**
    - Fuqua Fund-codes (Fuqua departments only)
    - Other Duke Departments may pay with: P-Card or Purchase order (check request).
    - Third Party/ Outside Duke groups/organizations: P-Card/Credit Card Only.
- Outside caterers may be used if catering total expense is less than \$750. However, when catering costs exceed \$750 you must have prior approval from Jill Tomlinson, Associate Dean for Finance and Administration ([jill.tomlinson@duke.edu](mailto:jill.tomlinson@duke.edu)).



# Event Signage

- The [BMO](#) will provide signage for your event upon request.
- At least 2 business days prior to your event, fill out the [Fuqua Event Signage Form](#) and send to [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu). This form cover both individual signs as well as directional signage throughout the building. By indicating starting and ending locations, the BMO can direct guests from the Fuqua entrance to all of your events locations.
- Exterior event signage may be requested through Duke University Parking & Transportation Services, at [parking.duke.edu/event\\_planning/event\\_parking.php](http://parking.duke.edu/event_planning/event_parking.php). There will be a charge for exterior signs.
- Please note that there is a fee for signs printed in color. The BMO does not have the capability to print large posters, but can provide you with an easel to display one.

# Multimedia Needs

- If the AV equipment you need is already in the room and you know how to operate the equipment, there is no need to notify the IT-Multimedia Department.
- If you need help with any of the scenarios below, please contact IT-Multimedia as early as possible at [multimedia@fuqua.duke.edu](mailto:multimedia@fuqua.duke.edu). Make sure to include the location and time frame of your event, as well as any other important information they may need.
  - Understanding how to best use the equipment in the room
  - Gaining access to equipment not provided in the room (e.g., projectors, screens, easels)
  - Booking a multimedia staff member to assist in the AV production during the event
  - Videotaping the event. Note, there are two options:
    - Built-in “unmanned” recording via Panopto (for rooms with cameras installed). No charges apply.
    - “Manned” videotaping staffed by Multimedia (allows for zoom, panning, etc.). Charges will apply.

# Police Security (if needed)

- The Duke University Police Department provides police and security services for special events.
- Requests can be made at <http://duke.edu/police/services/events/index.php>
- The average cost is \$35 per hour for each officer. Duke Police's Special Operations unit will determine the number of officers required to cover each event and the need for any special services, such as ambulances.
- Please make your requests as soon as known, and at least five business days prior to the event.

# After-Hour Logistics

- Overtime staff fees may apply for facilities set up/clean up depending on room usage and event dates. The BMO will advise if charges are likely to apply.
- Fuqua's exterior doors are unlocked the following times:
  - Monday-Friday from 6:45am – 9pm
  - Saturday 6:45am – 5pm
  - Doors can be opened 24/7 with you DukeCard. Contact BMO at least two business days before your event if you need exterior doors to be unlocked for public access to your event outside the stated times.
- Please contact [events-bmo@fuqua.duke.edu](mailto:events-bmo@fuqua.duke.edu) to discuss specific plans and required logistics for your event. They can offer advice on your planning.



# Parking: For Speakers and Large amounts of Guests

- **All guest parking** will be for the [Science Drive Visitor Lot](#) and/or the [PG4/Bryan Center lot](#). The scratch-off parking pass that you purchase from the BMO or the Duke Parking Office will allow your guests to park in one of these two lots.
- **Need 5 or Less Passes** – If your club is hosting 5 or fewer guests that you wish to provide parking passes for, you can pick up passes from the BMO. You will need to provide your club’s charge code, and the club will be charged \$6 per permit. If you have more than 5 guests that you wish to provide parking for, you should submit a request through the website rather than calling the Duke’s Parking and Transportation Services Office (PTS) .
- Additionally, the following recommendations should be noted and adhered to:
  - When event parking **needs exceed 20**, you must [submit a request for event parking spaces using this website](#). Duke’s Parking and Transportation Services (PTS) Office must receive requests at least 5 days in advance, but will accept reservations for up to six months in advance.
  - The event parking request will be confirmed by PTS by phone or email within five business days of submittal. Confirmation will include a cost estimate, parking availability, and equipment/signage information. In some cases Duke’s campus safety staff will be needed to assist in parking or managing your event. The average charge per officer is \$30 an hour with a three hour minimum. Not all events need an officer. A \$100 charge is mandatory if an event is scheduled three days or less before it occurs.

• Your contact for event parking at PTS is: **Zach Pierce**  
Special Events Coordinator, Parking  
Duke University Parking & Transportation Services  
2010 Campus Drive, Durham NC, 27708  
(919) 668-5407 (office)

# Marketing Your Event

Now that you have planned your event, it's time to think about how you want to get the word out!

- The usual INTERNAL marketing channels are:
  - [OrgSync](#): make event viewable to desired Fuqua group(s)
  - Class Facebook Groups
  - Email announcements: club mailings via CG & Fuqua Student Times (published Mondays)
  - Flyers on the calendar board in Mallway (up to two weeks ahead)
  - Mallway screens: add a slide on to the rolling deck ([submit an ad](#) via [FuquaWorld](#))
- If your event is open to the public (any community beyond Fuqua), you might also consider EXTERNAL marketing:
  - [Duke](#) and Durham calendars and outlets
  - [Contact DAR](#) to promote your event to alumni
  - [Contact Marketing](#) Department to help with PR
- See [Fuqua411.com](http://Fuqua411.com) for more information on marketing/PR help: [Fuqua411-events](#)





# Creating Fuqua SWAG

**BLUF:** You must use an officially-licensed vendor to create items with the Duke/Fuqua name or logo. If you use a non-approved vendor, you may personally have to assume the risk of paying for the order.

- In order to comply with the Duke University Trademark Licensing Policy; and to ensure consistency and compliance with a wide range of requirements associated with the manufacture and use of Duke's trademarks, **products bearing Duke's trademarks may be purchased only from companies that are officially licensed by Duke** to manufacture or distribute products bearing its trademarks (Duke licensees).
- Duke (and therefore also Fuqua) licensed trademarks are comprehensive, including, but not limited to: the words DUKE, Duke University, Fuqua, Blue Devils, Dukie, Cameron Crazie; and logos such as the stylized “D”, the Blue Devil, the Devil Head, the Duke with Heart Design, the Pitchfork Design, the official Duke Seal, and the Duke Shield. Of course, the official Duke and Fuqua logos are also licensed.
- **Licensed Vendors:**
  - IDAmerica is an officially licensed vendor that has been utilized heavily by Fuqua with great success. Contact: Ryan Laferriere | Senior Account Manager  
2474 Walnut Street, Ste 165, Cary, NC 27518  
919.306.3780 or 866.549.2496  
[ryan@idamerica.com](mailto:ryan@idamerica.com)
  - Alternately, the list of all licensed vendors approved through Duke University and available for your projects is here: [Duke University Licensed Vendors](#)

# Money Handling: Purchasing/Reimbursements

As you incur expenses for your event, remember that there are specific guidelines and processes for spending funds and getting reimbursed.

- **FIRST, GET APPROVAL:** All expenses that will be charged to a Fuqua club account (now, or as a reimbursement) must be approved by the club leadership (usually, the finance officer).
- **WAYS TO MAKE PURCHASES:**
  1. **Duke Purchasing Card (P-Card)** - You can utilize select Fuqua staff corporate credit cards to make approved purchases for clubs.
  2. **Check Request for Invoice** - If your purchase doesn't qualify for a p-card payment, you can have Fuqua disperse a check directly to your vendor for payment.
  3. **Personal Funding & Reimbursement** - You can also pay for approved club expenses with your personal funds and request reimbursement from Fuqua (will take 2-4 weeks).
- **HOW TO:** See <http://sites.duke.edu/daytimembapolicies/money-matters/> for specific forms and instructions for money handling (including guidelines on how to collect money – i.e. for ticket sales).

# Accommodations for Speakers

If you are providing or recommending lodging for your event speakers, the recommended and nearby venues are listed here:

[http://www.fuqua.duke.edu/visit\\_fuqua/durham/durham\\_accommodations/](http://www.fuqua.duke.edu/visit_fuqua/durham/durham_accommodations/)

- The closest/most convenient option recommended by Fuqua is:
  - Washington Duke Inn & Golf Club (Walking distance from Fuqua)  
+1.919.490.0999  
[www.washingtondukeinn.com](http://www.washingtondukeinn.com)
- Be sure to ask the hotels if they have any Duke/Fuqua discounts you or your guests can utilize.

# Gifts for Speakers

- Clubs wanting Fuqua-branded items for speaker gifts can go to the Accounting Office (W117) in Fuqua and ask to see their inventory.
  - Items may be purchased by giving the appropriate fund code to charge the expense.
  - Typical items available include umbrellas, journals, mugs, pens, etc.
  - If you need a large number of gifts, the Accounting office may not be able to accommodate you. In these cases, you can explore other gift options, including [creating your own Fuqua-branded SWAG](#).
- It is possible, but not guaranteed, that requests for Coach K signed basketballs may be fulfilled for **high profile speakers only**. Requests must be submitted to the Dean's Office ([kerrie.hillman@duke.edu](mailto:kerrie.hillman@duke.edu)) and be submitted at least 2 weeks prior to the event. Under no circumstances should requests be sent directly to Coach K's Office.
- **Thank You Notes:** Blank Fuqua embossed thank you notes are available from the Marketing department; please email your request to [Meredith Holliday](#) at least 24-48 hours in advance of when you need them.

# Tried & True Vendors

What They Do:	Company Name:	Contact Info:
<b>Bus Transportation / Car Service</b>	Carolina Livery	<a href="mailto:carvanbus@aol.com">carvanbus@aol.com</a>
	Harrison Transportation	<a href="mailto:info@harrisontrans.com">info@harrisontrans.com</a> ; 888-487-8877
	Greenway Rides	Marc Dreyfors: 919-957-1500; <a href="mailto:marc@greenwayrides.com">marc@greenwayrides.com</a>
<b>Entertainment: DJ, Photographer, Photo Booth</b>	Complete Music Video Photo	Billy Ezzell: 919-201-1113; <a href="mailto:billy@cmcarolina.com">billy@cmcarolina.com</a>
<b>Entertainment: Photo Booth</b>	Zim Zoom Photo Booth	<a href="http://www.zimzoomphotobooth.com">www.zimzoomphotobooth.com</a> Meredith Stern
<b>SWAG</b> <i>Note: must use a licensed vendor</i>	Ad Resources	<a href="http://Adresourcesinc.com">Adresourcesinc.com</a> Tyler Flamion: 919-384-7904; <a href="mailto:tyler@adresourcesinc.com">tyler@adresourcesinc.com</a>
	AdSpice	<a href="http://www.adspicepromo.com/">http://www.adspicepromo.com/</a>
	IDAmerica	Ryan Laferriere: 919.306.3780; <a href="mailto:ryan@idamerica.com">ryan@idamerica.com</a>
<b>Event Venues</b> <i>Not exhaustive list, but select venues used to good result</i>	Carolina Inn	JJ Oppedard: 919-918-2716; <a href="mailto:moppegard@destinationhotels.com">moppegard@destinationhotels.com</a>
	Cotton Room	Ron Caster: 919-873-9500; <a href="mailto:ron@trianglecatering.com">ron@trianglecatering.com</a>
	Shooters	Kim Cates: 919-680-0428
	The Tavern	Chris Thomas & Christina Esterle: <a href="mailto:cthomas7429@gmail.com">cthomas7429@gmail.com</a> ; <a href="mailto:cesterle@gmail.com">cesterle@gmail.com</a>
	Washington Duke Inn	Beth Pendergrass: 919-313-2185; <a href="mailto:bpendergrass@wdigc.com">bpendergrass@wdigc.com</a>

# Key Contacts

Department	Contact	What They Do
BMO	<a href="mailto:events-bmo@fuqua.duke.edu">events-bmo@fuqua.duke.edu</a> ; 660-1987 Fuqua: Lower Level Magat Center	Advice on logistics, Parking (5 of fewer passes), Space reservations, Signage, Room Set up
Catering	Bon Appetit Catering: 660-8088	Tasty Vittles
Corporate Relations	Stephen Windham <a href="mailto:stephen.windham@fuqua.duke.edu">stephen.windham@fuqua.duke.edu</a> ; 660-7710	Corporate Sponsorship, High profile speakers
Development & Alumni Relations	<a href="mailto:alumni-relations@fuqua.duke.edu">alumni-relations@fuqua.duke.edu</a>	Alumni engagement (identify speakers, promote event to alums). For events to appear in the Duke wide monthly alumni news, submit information to the Alumni Relations Team by the 25 <sup>th</sup> of the month prior to your event.
IT – Multimedia	<a href="mailto:mulitmedia@fuqua.duke.edu">mulitmedia@fuqua.duke.edu</a> ; 660-7878 Keller Center East	AV equipment, Videotaping, Special room needs at Fuqua
Marketing/PR	Erin Medlyn <a href="mailto:erin.medlyn@duke.edu">erin.medlyn@duke.edu</a> ; 660-8090	PR for high level or unique events
Parking	Under 5 passes: <a href="mailto:operations-bmo@fuqua.duke.edu">operations-bmo@fuqua.duke.edu</a> Over 5 passes: PTS - <a href="mailto:zach.pierce@duke.edu">zach.pierce@duke.edu</a>	Visitor Parking
Student Life	<a href="mailto:studentlife@fuqua.duke.edu">studentlife@fuqua.duke.edu</a> ; 660-7934 Below the Fox Center	General advising for event planning & navigating Fuqua processes, Risk advising



# Key Contacts: CMC Sector Directors

Industry/Sector	Contact Person	Email
Consulting	Mary Beck White-Sutton	<a href="mailto:Marybeck.sutton@duke.edu">Marybeck.sutton@duke.edu</a>
Energy & Technology	Malcom Riley	<a href="mailto:Malcom.riley@duke.edu">Malcom.riley@duke.edu</a>
Finance	Ben Thomason	<a href="mailto:Ben.thomason@duke.edu">Ben.thomason@duke.edu</a>
Global Management & General Management	Meg Flournoy	<a href="mailto:Margaret.flournoy@duke.edu">Margaret.flournoy@duke.edu</a>
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Marketing & Sports, Entertainment and Media	Ed Bernier	<a href="mailto:Edward.bernier@duke.edu">Edward.bernier@duke.edu</a>
Social Impact & Sustainability	MacKenzie Sullivan	<a href="mailto:Mackenzie.sullivan@duke.edu">Mackenzie.sullivan@duke.edu</a>
General Contact: Director of Employer Engagement & Operations	Teri de Leon	<a href="mailto:Teri.deleon@duke.edu">Teri.deleon@duke.edu</a>

# Your Feedback is Welcome!

We are always trying to make resources more useful to you...

If you have comments about this guide or suggestions on how it can be more helpful to you, please email [studentlife@fuqua.duke.edu](mailto:studentlife@fuqua.duke.edu).

Good luck with your event!