



Lutheran School of
Theology *at* Chicago

Event Guidelines and Procedures

The Office of Marketing and Communications

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Overview

The Lutheran School of Theology at Chicago's (LSTC) Event Guidelines and Procedures provide comprehensive instructions for organizing and executing events. Their purpose is to ensure that all events comply with relevant state laws and regulations and prioritize the safety of all participants and guests.

Our Relationship with Catholic Theological Union

The Lutheran School of Theology at Chicago (LSTC) resides within a building owned by the Catholic Theological Union (CTU) at 5416 South Cornell in Hyde Park, operating under a lease agreement. This agreement grants LSTC access to the fourth floor, which includes administrative offices, classrooms, meeting rooms, gathering areas, and a chapel. Additionally, LSTC's faculty, staff, students, and guests have access to CTU's parking garage adjacent to the south side of the building and requires a key card for direct access.

To ensure compliance with the lease agreement, LSTC has developed event guidelines and procedures. These guidelines cover matters related to building hours and scheduling, event safety and security, parking garage use, and rental space, ensuring alignment with all lease stipulations.

These guidelines apply to all departments, offices, and student organizations of the seminary. All stakeholders are responsible for adhering to the outlined procedures to ensure that all events are successful and representative of the mission and vision of the Lutheran School of Theology at Chicago.

Event Planning Process

What classifies as an event?



Events are social engagements planned by an LSTC department, office, or organization. An event can be classified as any seminary wide gathering, including but not limited to campus visits, concerts, lectures, student/staff socials, panel discussions, and speaking engagements.

To maintain the seminary's commitment to fostering an environment that aligns with our mission and vision, events hosted on campus must be tied to the seminary's mission. Key areas of engagement include, but are not limited to: student recruitment, institutional revenue, strategic partnership, building new audiences, community engagement and development. The use of the institution's resources for personal events, such as private celebrations or gatherings, is strictly prohibited.

Preliminary Event Planning

The Events Coordinator begins the pre-event planning process following the closing of the academic year. This process is to ensure that certain logistical aspects of your event are addressed prior to the event planning process. The Events Coordinator will begin by sending a template to event hosts that will be used to request a listing of each department's projected events for the upcoming academic year. This template will collect detailed information from the departments, including dates, times, room requests, and specific requirements or support needs.

Using this information, the Events Coordinator will also create a comprehensive institutional events calendar, which is hosted on the [LSTC'S events website](#). This calendar serves as a centralized resource for all planned events throughout the academic year. The calendar is also a tool for early promotion by enhances visibility for events. See the [Events Calendar and Registration Page](#) section for more information on the events calendar. Additionally, the Events Coordinator secures room reservations and coordinates other support needs, such as IT support, marketing and communications, and security staffing, and ensuring all logistical aspects are planned and confirmed well in advance.

Requesting an Event

Event and support requests are to be submitted using the [Event Request Form](#) located in the myLSTC portal. The Event Request Form is for the purpose of streamlining the planning process for events that require support for IT, Marketing and Communications, room reservation, and other logistical matters pertaining to your event.



Event requests must be submitted at least 8 weeks prior to the event start date to ensure your support needs can be met. Please allow 2-3 business days for processing. A confirmation email will be sent following the submission of your request. The following information to submit your request:

- Name of Event
- Intended Event Date
- Event Start/End Time
- Target Audience for Event
- Event Contact
- Event Model
- Event Type
- Department
- Expected Attendance
- Total Event Budget
- IT/MarComm/Staffing Needs
- Event Program/Agenda
- Registration Form

Event Hours and Scheduling

The building's hours of operation are Monday – Friday from 8:30 a.m. to 4:30 p.m. During the weekday, an attendant is stationed at the front desk of the building's main entrance from 8:30 a.m. to 10:00 p.m. Planning your event within this timeframe ensures that the appropriate resources, staff, budget, and safety measures are in place and are available to support the event.

Event Hours and Scheduling Guidelines

- To avoid incurring additional costs, all events must start and end at the scheduled times.
- Security arrangements for events outside of the established building hours require a request to be submitted at least two weeks in advance of the event. (see [Event Support: Safety and Security section](#) on page 7)

If you need to schedule an event outside of the established building hours, please be sure to submit your event request form at least 8 weeks in advance to allow for approval and proper planning.



Event Strategy Meeting

If required, the Events Coordinator will contact internal stakeholders within 3 business days to schedule the event planning meeting. The purpose of this meeting is to discuss the details of the events and determine the level of support needed.

Room Reservations

The events coordinator will manage the process of reserving a room for your event. Room reservations are processed on a first-come, first-served basis. It is recommended that you submit your events request form well in advance to secure your preferred date and space. Once your reservation request is received the Events Coordinator will confirm the availability of the requested room and provide further instructions. Please note that there may be associated fees for reserving a space within the Catholic Theological Union. Details regarding these fees can be obtained from the Events Coordinator.

Events Calendar and Registration Page

When all details and planning of the event have been confirmed, the event will be added to the institution's centralized events calendar and registration page (if applicable). As registrations are submitted, the Events Coordinator can provide you the data collected from the registration form. Both the events page and registration page will have a unique domain/url. The following information is required to have your event added to the events calendar:

- Event Title
- Location
- Event Category (Education, Worship, Alumni, etc.)
- Event Details
- Date
- Event Graphic
- Event Type (Panel, Dinner, Lecture, etc.)
- Registration Link (if applicable)

The events calendar provides a single, easily accessible location where all upcoming events are listed. It allows users to view events by date, category, or location. Overall, the calendar will encourage participation and engagement from the community by serving as centralized information on LSTC's upcoming events.



Email Campaign

To ensure effective promotion and maximum outreach for your event, an email campaign can be created to share the event details, invitation, and/or registration form.

Email Campaign Guidelines

- If requested on the events request form, the MarComm office will create an email campaign with pre-scheduled deployment dates that are to be approved by the event host.
- The event host is responsible for managing communications from the event audience.
- Include any specific recipient list or target audience you intend to reach on your event request form.
- Indicate the name and email address of the event contact that will be responsible for managing email communication for the event.
- Using the information submitted in the event request form, the communications team will draft the email content, review the email for accuracy and ensure that it adheres to the brand guidelines.
- Once approved, the communications team will handle the distribution of the email campaign using our email marketing platform (MailChimp).
- You will receive confirmation once the emails have been sent, along with future deployment dates.

External Invites to an Event

These guidelines set forth consider the logistics and coordination for inviting external guests that will play a significant role in the event as a panelist, speaker, vendor, and other participants.

Guidelines for External Invites

- Include the name, title, and affiliation of the presenter(s)/panelist(s) on the event request form.
- The event host is responsible for providing presenters with W9 form if a compensation agreement is in place.
- The event host is responsible for securing permissions from the presenters/panelists for LSTC to use their photo and/or recorded video in event promotion.



- Ensure each presenter/panelist completes the [consent form](#) and send the completed form(s) to Samantha.adindu@lstc.edu. The form can be found in the [forms](#) section of the MyLSTC portal.
- Provide a high-resolution headshot for the presenter.
- Vendors attending events on campus may sell products but must remain on LSTC's property on the 4th floor in a stationary location in accordance with the terms outlined in the lease agreement with Catholic Theological Union (*Exhibit E. #25*) "*Canvassing, soliciting, and peddling in the building are prohibited. Tenant shall cooperate and use its best effort to prevent the same*".

To properly accommodate visits by external guests, event hosts must adhere to these guidelines.

Budgeting for your Event

Effective budgeting is crucial for the successful planning and execution of events. Event hosts should carefully consider various costs to ensure that all aspects of the event are covered. Here are some key considerations when planning for an event:

Event Budget Considerations

- **Food, Drinks, and Catering:** Consider the type of catering needed given the size and nature of your event – (e.g., full meals, snacks, beverages, etc.)
- **Decorative materials:** The Events Coordinator may have most events materials in inventory such as linens, centerpieces, candles, etc.
- **Room Rentals:** When renting from CTU, you can request a current listing of CTU space rental fees from the Events Coordinator.
- **Safety and Security:** If your event occurs outside of normal business hours, additional security may be required.
- **Parking:** Complimentary parking can be arranged for your guests at the rate of \$10/per day, per vehicle.
- **Photographer/Videographer:** You can work with the Office of Marketing and Communications to obtain a quote for photography and videography services.
- **Design and Printing expenses:** You can work with the Office of Marketing and Communications to obtain a quote for event materials such as flyers, programs, invitations, and banners.



- **Cleaning Fees:** Large events, especially those scheduled on weekends or involving food, may require additional janitorial services. Coordinate with the director of maintenance and engineering to estimate the cost of these services.

It is best practice to ensure we are sourcing vendors that are tax exempt for non-profit organizations. The Events Coordinator can provide you with a directory of preferred vendors. By considering these factors and budgeting accordingly, you can ensure that your event is well-funded and executed without any unexpected expenses.

Event Support

Event Safety and Security

The Events Coordinator will collaborate with the Director of Operations and Security and the Catholic Theological Union to arrange for appropriate security measures during the event planning stages. The Events Coordinator, in consultation with the Director of Operations and Security, will assess the requirements for security staffing based on factors such as event size, nature, and expected attendance.

Safety and Security Guidelines

- Security staffing is subject to availability, so please request your event with adequate lead time. Security arrangements for events outside of the established building hours require at least two weeks of prior notice.
- For events scheduled outside of established business hours, it is required to have both a security personnel present at the building's front desk and a front desk attendant stationed on the 4th floor.
 - For events scheduled outside of established business hours, the Catholic Theological Union requires a security contractor be hired a minimum of 4 hours at the rate of \$26 per hour. This security officer will manage the main entrance and the parking garage access during the event.
- Events open to the public must have a registration process in place. All guests are required to check in upon entry to the building.
- Upon entry, guests must provide their name and email address during the check-in process. A visible name tag will be provided, and guests are required to wear it visibly while navigating through the building.



Event Staff

Event staff support can be provided by either employee volunteers, student workers, or a combination of both, depending on the nature and assigned tier of the event. All staff and student workers should be informed of their respective roles and responsibilities prior to the event. It is the responsibility of the event host to ensure that there is adequate staffing to support the event and that the event staff is properly informed on their respective roles and responsibilities.

While the Events Coordinator may not be present at every event, additional staff support can be requested. To request the Events Coordinator's assistance with tasks such as guest check-in, greeting, receiving orders from vendors, event setup, and breakdown, please be sure to indicate your need in the event request form and submit the request at least eight weeks prior to the event.

Technology and MarComm Support

If your event requires IT and/or Marketing and Communications support, please indicate so in the Events Request Form. Our goal is to ensure that your event receives the technical and promotional support needed for a smooth experience. The form must be completed in full to provide us with details about your requirements. Timely submission of the form is crucial to ensure adequate support. To streamline the process, please note that email requests submitted directly to Marketing and Communications or IT will be redirected back to the Events Coordinator. This centralized approach helps us manage and coordinate support efficiently, ensuring all aspects of your event are addressed.

Digital Signage Display

The Lutheran School of Theology at Chicago (LSTC) offers monitors to support communication graphics for LSTC related announcements and notifications. The display of flyers or notices by way of tape, glue, or adhesives on the wall or other surfaces is strictly prohibited. The alternative of using digital signage, has the objective of alerting students, faculty, staff, and community members to upcoming on-campus events, internal campus announcements, safety alerts, class schedules, and chapel worship programming in accordance with our brand architecture.

The following types of content are eligible for display:

- **Events:** Information about upcoming LSTC related events, lectures, workshops, dinners, gathering, etc.



- **Campus Announcements:** General announcements, updates, and notices relevant to the community.
- **Safety Alerts:** Urgent notifications concerning campus safety, weather alerts, closings, and emergency procedures.
- **Class Schedules:** Current term course schedules, room assignments, and academic calendar highlights.
- **Parking Info:** Parking QR code and associated rates.

Submission Guidelines

- **Prepare Content:** To ensure consistency and quality in the content displayed all content must adhere to the design standards and content format outlined in this document.
- **Complete the submission form:** Access the [Digital Display Request Form](#) located on MyLSTC. Be sure to fill out all the required fields. Requests for digital event signage can also be submitted via the [event request form](#). Please be sure that the Event Coordinator has been made aware of all necessary information at least 4-8 weeks prior to the event. Event stakeholders are expected to make themselves familiar with the necessary information needed by LSTC's MarComm office to [plan an event](#).
- **Submit Request Form:** Attach the prepared content file to the form and submit electronically. An automated confirmation email will be sent upon successful submission.

All submitted content requests will undergo a review process to ensure they meet the design standards and are relevant to the campus community.

For more information related to the digital display monitors, please refer to the [Digital Display Signage Standards and Policy](#).

Photography/Videography

Photography services can be arranged upon request. To ensure that we are respecting everyone's privacy and rights, a photo and video notice must be displayed for events that will be documented by photo and/or video. A hardcopy of the [photo and video consent form](#) can be obtained from the Events Coordinator.



Event Logistics

Parking

Parking is available at the Catholic Theological Union parking garage and nearby street parking. The standard parking fee for the Catholic Theological Union is \$10/per day per vehicle. The parking hours for events are from 8:30 am to 8:30 pm. If requested in the events request form, complimentary parking can be arranged for your event guests. The Events Coordinator will collaborate with the Catholic Theological Union to arrange for complimentary parking. Once confirmed, your Events Coordinator will provide you with detailed parking instructions for both the parking garage and street parking.

Event Décor

The event's decorative needs will depend on the nature of your event. The event hosts will work with the Events Coordinator to determine which items will be used for your event. The events coordinator will ensure that all decorations and supplies are in excellent condition and are set up in a timely and efficient manner.

All furniture, signage, and decorative items, (i.e., floral arrangements, linens, centerpieces, etc.) will be owned and maintained by the events coordinator. This is to allow the events coordinator to provide a consistent level of quality and style for all events.

Cleaning

At the conclusion of every event, sponsors are responsible for arranging for all food and drink waste to be properly disposed of.

Cleaning Guidelines

- Garbage is to be placed in the containers provided. Flammable or otherwise dangerous material, equipment, or items, should be carefully removed.
- Any unused food must be refrigerated with labels or disposed of by the event host at the close of the event.
- Drink, signage, or event materials cannot be left in the event spaces. Furniture and decor provided for the event must be returned to their respective storage location.
- Large events scheduled during building after-hours or on weekends, will require professional janitorial services for cleaning in preparation for the next

business day. The Events Coordinator will collaborate with the Director of Maintenance and Engineering to provide an estimate of the cost of services.

Catering

The events coordinator will assist with reserving catering services. The Events Coordinator can provide you with a directory of preferred food vendors, however it is ultimately the event host's responsibility to submit the order to caterer and arrange for pickup and delivery. It is the responsibility of the sponsoring department to ensure that a budget is allocated to cover the costs of catering. The Events Coordinator will work with stakeholders to ensure the selected vendor is able to meet the requirements of the events and will manage the catering and logistics on the day of the event.

Catering arrangements must be selected at least 2 weeks in advance to ensure availability and to avoid any last-minute complications.

The seminary recognizes the importance of responsible alcohol service at special events. A licensed bartender can be arranged to ensure safe and professional service.

Any inquiries pertaining to event process and guidelines should be directed to the Events Coordinator: Samantha Adindu (samantha.adindu@lstc.edu).

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