This document is designed to provide tips on how to complete the form and to answer your questions about specific fields. The information solicited on the online event request form is very similar to the Excel form that was used before. The following describes new fields, fields that require a brief explanation and frequently asked questions about the form. If you need further information, please call the Office of Special Events at 310.338.7530.

**Form Field Tips**

- **Primary purpose**—data in this field helps us to track and analyze events of different types. Though your event may serve multiple purposes, please determine which purpose is the most significant. Your options are:
  - Alumni Relations—Strengthening relationships with alumni (President’s Day; Alumni Weekend Celebration)
  - Boards & Councils—All Board and Council Meetings
  - Cultivation—are we cultivating a constituent group or individual for a future ask.
  - Fundraising—are we soliciting gifts at this event? Examples: MAAA, AAAASF, LionsFund Golf Classic; Wine Classic
  - Stewardship—Scholarship Events; Program, Chair or Building Dedications.
  - LMU Internal Relations—Internal Community Events such as Mass of the Holy Spirit and President’s Convocation
  - Community Relations—Events focused on improving external community or government relations.
  - Other—please explain if your primary purpose cannot be described by one of these indicators.

- **Campaign Goals/Strategic Plan Objectives**—please explain how this event relates to the campaign goals or the University strategic plan. (For example, this reception

- **Date & Time**—The date field is now a drop-down calendar or you can enter the start and end dates in the MM/DD/YYYY format. The time field drop down list is formatted in 24-hour time. If your event begins or ends after 12 p.m., you will need to add 12 hours to correctly state the time in 24-hour format. For example, 1330 means 1:30 p.m. and 11 p.m. is represented by 2300 hours.

- **Estimated Budget**—to make your budgeting process easier, we have provided some budget ranges to help you communicate the appropriate budget allocation for your event. If you need assistance determining the budget range for your event, please refer to “Event Standards & Budgeting Guidelines” link at the left navigation bar of the form. If you already have a budget amount allocated for the event, you may still enter it in the “Actual Budget” field.

- **Account Name**—this field allows us to verify expenditure accounts when processing payments. Please provide the account name you wish to charge as it appears on Metaviewer.

- **Participants Field**—this field (though not new) is designed to capture your description of your target audience. Two examples are listed:
  - Fr. Lawton and the Alumni Association host a reception for incoming legacy students and their families.
  - RBL, Dennis Slon, Patricia and Andrew McIntyre (donors), Mary Beth Ingham (Dir. Honors Program), 5 student recipients, Marie Bonenfant, Erin Hanson

**President’s Calendar**—if the President is to be involved, has he been scheduled through Office of Strategic Stewardship (Heidi Connolly’s Office)?
Frequently Asked Questions

Q: What happens after I submit the form?
A: After you submit the form, it is reviewed by the Associate Vice President of University Relations for approval.

Q: What happens to the form after it is approved?
A: Once approved, your request will be forwarded to the following departments: Special Events, Development Services; Communications and Government Relations; Prospect Research; Donor Relations and ITS Web Programming. You will be contacted within 2 business days by the Special Events Department to confirm the event manager assigned to your event.

Q: What departments are served by the special events department?
A: The special events department serves the University Relations division, the office of the President and the office of the Provost. In addition, we partner with Academic Affairs on a very limited number of engagements that are marketed to the LMU community.

Q: How do I know if I should call the special events department or work directly with Conferences & Scheduling and Sodexo Catering?
A: The special events department exists to add value on small, medium and large size events whose primary focus is an external audience or events that are complex in scope. Increased complexity can be indicated by the involvement of the President or Provost, Trustees, Regents, or events across multiple venues or multiple days. We are always here to answer any questions, so if you’re not sure, please call 310.338.7530 to get some answers to your questions.

Q: What if my event is not approved?
A: We expect very few events will be referred back to the requestor, but in these rare cases, you will be notified directly with any questions or requests for additional information.