



EVENT PLANNER'S GUIDE

HOWDYWEEK.TAMU.EDU



979.845.5826



howdyweek@tamu.edu

START PLANNING



New Student &
Family Programs
STUDENT LIFE

#howdyweek

GENERAL INFORMATION

- All events must be sponsored by a university office, department, or student organization as defined by Student Activities.
- All events must occur on campus.
- Space/Room Reservations must be completed before submitting your event proposal.
- Student Organizations must be in good standing with the Department of Student Activities.
- The Howdy Week Committee reserves the right to approve or deny any event.
- After approval, all events must be submitted to LiveWhale to be published to the schedule of events.



Select each step for more information

STEPS TO YOUR EVENT



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Review Howdy Week General Event Guidelines



To be approved for the Howdy Week schedule, events must be sponsored by a university office, department, or student organization and submit a confirmation of space reservation with the event proposal. **All Howdy Week events must occur at the Texas A&M University – College Station Campus (or online) and be free to attend.**

- Exemptions to the above may be made by the Howdy Week Committee and/or New Student & Family Programs on a case-by-case basis. Exemptions should be requested by emailing howdyweek@tamu.edu.
- Under no circumstance may any Howdy Week event have alcohol sold, freely given out, or otherwise distributed.

THIRD PARTY VENDOR PROCESS

- Must be sponsored by a university office, department, or registered student organization as defined by the Department of Student Activities.
- Must find sponsors on their own. Additional questions can be directed towards the **Department of Student Activities** and/or the **University Center & Special Events** team.
- Third-Party Vendors and off-campus entities are not permitted to use the Howdy Week Logos on any marketing materials, websites, social media, etc.

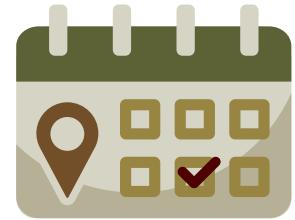
SPECIAL CONSIDERATIONS - EVENTS WITH FOOD

- Refer to the **TAMU Environmental Health & Safety website** for a step-by-step guide for events with food.
- If you are preparing and serving meat products, dairy products, or fruits and veggies, you must submit a **Food Distribution Form** to the TAMU Office of Environmental Health and Safety.
- Concessions Permit – **TAMU Rule 21.99.09.M1**. The concessions permitting process governs all public on-campus sales, transitions, and solicitation of donations. If you are hosting an event in which anything is sold (i.e., bake sale, publicly selling t-shirts, conducting a blood drive, or collecting used clothing for a non-profit) you will need a Concessions Permit.

A full list of additional event forms and their processes can be found under **Guidelines & Forms on the University Center website**.

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Reserve Your Event Space



- Event Coordinators are responsible for the reservation of event space and any additional forms that may be required to confirm your space with the respective party.
- All event proposals **must** include a space reservation confirmation with the event proposal. Event proposals without confirmation of a space will not be reviewed. Few exceptions will be made. To request an exception email howdyweek@tamu.edu.

NOTE: No General Events will be allowed to overlap a Featured Event by more than 30-minutes. The **Howdy Week Featured Event schedule** will be finalized prior to General Event proposals opening so be sure to check the Howdy Week Featured Event schedule prior to selecting a date/time/location for your event.

ON-CAMPUS

Departments, offices, and student organizations should contact the respective party responsible for event reservations. This point of contact will also be the main point of contact if there are any issues during your event. The Howdy Week Committee may be unable to assist with day of emergencies.

OFF- CAMPUS

The purpose of Howdy Week is to welcome students to Texas A&M and to assist students with getting acquainted with a wide array of activities, organizations, and important information to jump start their time in Aggieland. As such, all Howdy Week events are required to take place on-campus at Texas A&M.

Few exceptions will be made. To request an exception email howdyweek@tamu.edu.



Select department for more information

IMPORTANT CONTACTS

University Center & Special Events

Responsible for Memorial Student Center, Rudder Theatre Complex, Rudder Tower, Koldus, All Faiths Chapel, Outdoor Spaces, etc.

Corps of Cadets

Responsible for Simpson Drill Field.

Rec Sports

Responsible for Student Rec Center, Penberthy Rec Sports Complex, Southside Rec Center, Polo Road Rec Center and the Physical Education Building.

Academic Units

If you want to reserve a space within an academic unit, most have their own processes and a main point of contact for reservation of space.



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Submit Your Howdy Week Event Form



STUDENT ORGANIZATIONS

Any recognized student organization may host a Howdy Week event. Event proposals must be submitted by an officer of the student organization through the **Event Proposal Form** on the Howdy Week website. The information provided will be verified through StuAct Online.

- All student organizations must follow all **Student Organization Event processes** as defined by Student Activities.
- At minimum, all student organizations must be "Recognized" or "Renewing Recognition" to submit and be an approved Howdy Week event host. If at any point the student organization is no longer a "Recognized" or "Renewing Recognition" organization, the Howdy Week Committee reserves the right to remove their event from the schedule.
- All student organizations must have their event reviewed and approved by their university advisor (**Student Rule 42.4**).
- Student organizations are encouraged to refer to the **Common Events Guide** and contact the **Student Organization Development Administration** with any questions regarding hosting events as a Student Organization.



UNIVERSITY OFFICES & DEPARTMENTS

Any department and/or office may host a Howdy Week event. Event proposals must be submitted by an office/department representative through the **Event Proposal Form** on the Howdy Week website.

4 The Event Approval Process



Once you have reserved the space for your event and submitted the Howdy Week General Event proposal form, you will receive a confirmation email that your event has been received by the Howdy Week Committee. Please refer to the **Howdy Week Event Proposals** webpage for a timeline of when you will receive information on your event's status in the approval process.

IF YOUR EVENT IS APPROVED:

You will receive an email with your approval and event details. Howdy Week now has a LiveWhale calendar (**see next page**) where approved events will be added. **Student Orgs:** A link to submit your approved event will be included in our approval email. **Units/Departments:** Please use your LiveWhale calendar to "suggest" your approved event to the Howdy Week schedule.

You are responsible for ensuring your space has the necessary equipment and capabilities for your event. You are also responsible for ensuring a back-up space in case of inclement weather.

IF YOUR EVENT IS CONDITIONALLY APPROVED:

You will receive an email that includes your event details, description, and necessary changes to be considered a part of the Howdy Week schedule. All changes must be submitted by the Final Event Details deadline. Upon acceptance of your changes, you will receive an additional event approval email with next steps.

IF YOUR EVENT IS DENIED:

You can still host an event. However, it will not be published in the Howdy Week schedule and you may not use the Howdy Week name, logo, or branding in your marketing efforts. All decisions are final regarding the Howdy Week program.

If at any time you need to cancel your event:

1. Contact **New Student & Family Programs**
2. Contact the respective party of your space reservation.
Please note there may be fees related to physical space cancellation.



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Getting Your Event on the Schedule



The Howdy Week schedule of events now lives on the LiveWhale Calendar. The process for getting your event onto the schedule is different for organizations and departments that have a LiveWhale calendar and those who do not. You are responsible for making sure that your event is submitted to the calendar and that all event details accurately reflect what was submitted in your proposal. New Student and Family Programs will not add your event to the calendar if you fail to do so.

My department/organization has a LiveWhale calendar

Create a new event on your LiveWhale calendar and suggest it to the "Howdy Week" calendar. New Student and Family Programs will review your suggestion and accept if your event has been approved. You must make your event "live" on your calendar in order for it to show on the Howdy Week schedule.

My department/organization does not have a LiveWhale calendar

When your event is approved, you will receive an email with further instructions and a link to submit your event to the calendar. You are responsible for ensuring all event details accurately reflect what was submitted in your proposal.

Guidelines for submitting your event:

1. Do not use abbreviations in the name of your event.
2. Spell out your event locations/buildings and link to AggieMap.
3. In the "tag" box on the form, include the tag "Howdy Week".
4. New Student & Family Programs reserves the right to edit your event.
5. Questions about LiveWhale can be directed to howdyweek@tamu.edu.

Example Event:

HOWDY WEEK

Aggie Wranglers Howdy Week Lesson

6:00pm - 8:00pm CST

ADD TO MY CALENDAR

The Rec (room 243)

We are the Aggie Wranglers and we are offering a free country and western dance lesson for all students to learn the basics of two-step and some transitions to help you own the floor!

Sponsored by the Aggie Wranglers

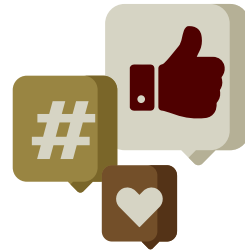
Event Title

Event Time

Event Location

Event Description

6 Marketing Your Event



You are responsible for marketing your own event to your audience. New Student and Family Programs will be responsible for promoting Howdy Week as a whole through our channels. Tagging our accounts in your event promotion increases the chances of our channels sharing your posts to our stories and feeds leading up to, and throughout Howdy Week.

TEXAS A&M BRANDING

As you create flyers, digital signage, and/or promotional items for your Howdy Week event, please refer to the following:

[Howdy Week Logo Guidelines](#)

[University Branding Guidelines](#)

HOWDY WEEK LOGOS

Information regarding the Howdy Week Logo, including logo files, can be found at howdyweek.tamu.edu/logos. The password to this page will be provided to Event Coordinators upon approval of event proposal and after the event is added to the LiveWhale calendar. All approved Event Coordinators are *encouraged* to use the Howdy Week logo as a part of their event marketing. If you need a different file type, contact New Student & Family Programs at howdyweek@tamu.edu.



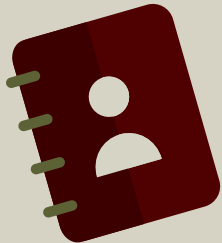
SOCIAL MEDIA

Tag New Student & Family Programs on social media as you promote your upcoming event. This will notify the office so that your posts can be re-shared.

@nsfptamu /NewAggie

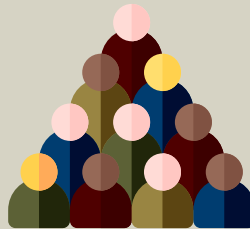
RETURN HOME

7 During Your Event



EMERGENCY CONTACT INFO

Make sure to have your building proctor's contact information on hand in case anything goes wrong during the set up or duration of your event. The building proctor would be the office/person that assisted you with the reservation of space. The Howdy Week Committee may be unable to assist with day of emergencies.



NOTE EVENT ATTENDANCE

Be sure to get a general estimate of how many participants you had at your event. This will help prepare for future Howdy Week events. Additionally, the Howdy Week Committee will send out an assessment post-Howdy Week that will ask for a general estimate of your event attendance.



TAKE PHOTOS & TAG US

Take pictures at your event and tag New Student & Family Programs on social media.

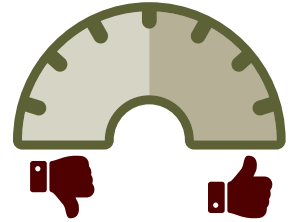
  @nsfptamu

 /NewAggie



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Complete Event Coordinator Assessment



Within a week of Howdy Week, New Student and Family Programs will send out a request to complete a Howdy Week Event Coordinator Assessment. This assessment helps the Howdy Week Committee plan for future programming as well as make improvements to the process. All Howdy Week General Event hosts are highly encouraged to submit an assessment of your event. All Howdy Week Featured Event hosts are **required** to submit an assessment of your event.



RETURN HOME

