

ACTION PLAN

HOSTING AN EVENT AT A THIRD-PARTY VENDOR

Before the Event

Define the Purpose and Goals:

- Determine the party's purpose (e.g., social event, fundraising, recruitment).
- Set specific goals for the party (e.g., attendance, revenue, positive experience).
- Visit the Holmes Murphy website for event planning resources.
<https://www.holmesmurphy.com/fraternal/resources/resources-sororities-fraternities/>

Research and Select the Venue:

- Identify suitable third-party vendor bars that align with your event goals in your area.
- Consider capacity, ambiance, location, cost, and availability.
- Visit potential venues, meet with the management, and discuss your requirements.

Establish a Budget:

- Determine the overall budget for the event, including venue rental fees, security, decorations, and any additional expenses.
- Allocate funds for marketing, promotions, and entertainment.

Secure Permits and Contracts:

- Ensure compliance with local regulations and obtain any necessary permits or licenses required for hosting events at a third-party venue.
- Ask venue to provide a Certificate of Insurance with minimum required limits of \$1,000,000 per occurrence and \$2,000,000 aggregate
- Review and sign contracts with the venue, outlining responsibilities, rental fees, deposit requirements, and other terms and conditions.

Plan Event Logistics:

- Determine the date, start time, and duration of the party.
- Coordinate with the venue to arrange setup and breakdown times and any additional services (e.g., sound system, lighting, stage).
- Discuss and finalize the menu details and bar options with the venue.

Create your guest list:

- Invite attendees and establish your guest list within the fire code capacity and/or risk management policy.

Arrange Security and Safety Measures:

- Determine the level of security required for the event based on expected attendance and potential risks.
- Hire licensed security personnel or coordinate with the venue's security team.
- Establish a plan for managing guest access, checking IDs, and ensuring a safe environment.
- Communicate emergency protocols to both fraternity members and venue staff.

Coordinate Entertainment and Activities:

- Determine the entertainment or activities suitable for the party (e.g., live music, DJs, games, contests).
- Book entertainment in advance and ensure their requirements align with the venue's capabilities.
- Coordinate with the venue to plan activities and ensure a smooth flow of the event.

Decorations and Ambiance:

- Decide on a theme or overall atmosphere for the party.
- Arrange for decorations, lighting, and other elements necessary to create the desired ambiance.
- Coordinate with the venue to ensure your decorations comply with their policies and restrictions.

ACTION PLAN

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Volunteer Coordination:

- Recruit and organize a team to assist with various event tasks (e.g., setup, registration, crowd management, event monitors, cleanup).
- Delegate specific responsibilities and ensure everyone understands their roles.
- Conduct training sessions for volunteers and staff members, covering event procedures, guest interactions, and emergency protocols.

Alcohol Policies

Understand Legal Requirements:

- Familiarize yourself with local laws and regulations regarding alcohol service and consumption.
- Ensure compliance with legal drinking age requirements and any restrictions on the sale or distribution of alcohol.

Coordinate with the Venue:

- Discuss alcohol policies and procedures with the venue management.
- Confirm that the venue holds a valid liquor license and is responsible for enforcing legal drinking age restrictions.

Designated Bar Area:

- Work with the venue to designate a specific area for the bar and ensure it is adequately staffed.
- Clearly mark the bar area and enforce strict control over alcohol service to prevent underage drinking.

ID Verification:

- Establish a robust system for verifying the age and identity of guests who wish to consume alcohol.
- Train fraternity members and venue staff to check IDs diligently and refuse service to individuals not meeting legal drinking age requirements.

Responsible Serving:

- Encourage responsible alcohol consumption by promoting moderate drinking and providing non-alcoholic beverage options.
- Instruct bartenders and servers to monitor guest intoxication levels and refuse service to anyone who appears excessively intoxicated.

Transportation and Designated Drivers:

- Encourage responsible transportation by arranging alternative transportation options for attendees.
- Utilize a designated driver program if your organizational policies allow.
- Provide information about local taxi services, ride-sharing apps, or public transportation.

Communication:

- Clearly communicate the alcohol policies and expectations to all members, volunteers, and attendees before and during the event.

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Safety Measures

Conduct a Risk Assessment:

- Identify potential hazards and risks associated with the venue and the event.
- Take necessary measures to mitigate risks, such as ensuring proper lighting, addressing trip hazards, and securing emergency exits.

First Aid and Emergency Response:

- Coordinate with the venue to ensure the availability of first aid supplies and personnel.
- Establish an emergency response plan, including communication procedures, evacuation routes, and contact information for medical services.

Crowd Management:

- Determine the venue's maximum capacity and ensure that the intended party is within the maximum capacity of the venue.
- Arrange for adequate security personnel to monitor the crowd, maintain order, and address any disturbances.

Fire Safety:

- Verify that the venue has appropriate fire safety measures, including functioning fire alarms, extinguishers, and clearly marked exit signs.
- Familiarize fraternity members and venue staff with evacuation procedures in case of a fire emergency.

Hosting the Event

Event Execution:

- Ensure all necessary preparations are complete before the party.
- Set up the venue according to the planned layout and decorations.
- Coordinate with the venue staff to manage guest arrival, check-in, and ticketing processes.
- Oversee the event, ensuring everything runs smoothly and addressing any issues or concerns.

Post-Event Activities:

- Conduct a post-event evaluation to assess the party's success, gather feedback, and identify areas for improvement.
- Settle any outstanding payments with the venue and vendors.
- Express gratitude to the venue, vendors, and volunteers.

Holmes Murphy offers this educational information to provoke thought and discussion and it should not be viewed as a mandate or requirement.

*We view part of our role as an insurance and risk management professional to anticipate your needs and educate you in an effort to complement the organization's loss prevention and control efforts, **not replace the decision-making autonomy of our client organizations.** We hope you find this educational piece to be of value and stand ready to discuss it further with you or any of your constituents. We stand ready to assist you with any questions or concerns. Please feel free to contact us at edconsultant@holmesmurphy.com.*