Event Planning
A Guide to planning a successful event at McCormick

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mccormick.northwestern.edu/event_planning

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**Purpose**
Many members of the McCormick community are asked to assist in planning events or conferences. This guide should serve as a reference for all of the elements that you may encounter while planning an event. You will find useful information about Northwestern campus venues, caterers and other vendors who you may need to contact for your event, and learn more about how to market your event to the appropriate audience.

**Elements for a successful event**
1. Determine the purpose of the event.
2. Consider your target audience.
3. Select an appropriate venue and vendors.
4. Prepare a written plan that specifies responsibilities.
5. Promote your event.
6. Execute your event and debrief with all participants.

**Event process**
Below is a sequential checklist of items to consider before, during and after your event.

**BEFORE**
- Determine the target audience and purpose of the event.
- Invite speakers, requesting their bios, AV needs and presentation titles.
- Select the date.
- Book the venue.
- Create a staff responsibility list for the event; make sure responsibilities for the event are communicated clearly.
- Establish a budget.
- Send a “save the date” card and/or e-mail, if appropriate.
- Develop and send invitations.
- Invite special guests, e.g. President, Provost, etc.
- Create marketing materials (flyers, posters, a web site).
- Choose a caterer/menu.
- Order flowers.
- Record RSVPs.
- Make parking arrangements/send maps and directions if needed.
- Book a photographer, if necessary.
- Send reminders.
- Send a scenario and an agenda to top administration and/or appropriate guests the week before the event (see page 6 for an example).
- Prepare remarks for the event host.
- Create place cards for meal seating, speaker tent cards, and name tags.
- Arrange seating.
- Select gifts – if needed or appropriate.
• Coordinate with IT re: any AV needs.
• Check on podium lighting for speaker.

**DURING**
• Coordinate with IT to make sure that microphones, laptops, etc. are in place and in working order.
• Staff the registration table, making sure duties are clarified ahead of time.
• Make sure to have extra office supplies on hand (consider storing them in a toolbox).
• Make sure the guests are enjoying themselves.
• Remain calm!

**AFTER**
• Meet for follow-up/evaluation.
• Thank appropriate members of your team and vendors.

**Contracts**
Events that take place in offsite venues or that request a signed contract need to be routed through the Office of General Counsel. Please note that the typical turnaround is 4 weeks. You can send contracts along with a brief description of the event to:

Linda LeVeque
l-leveque@northwestern.edu

Some larger scale events that involve food and alcohol or the use of tents may require a certificate of insurance. Please contact Risk Management for further details:

Chris Johnson
847-491-8518 (1-8518 on campus)
cjohnson@northwestern.edu
The following chart has been instrumental in the planning process at McCormick since it specifies the duties, person/group to which each is assigned, and the due date for each task. Creating a template like this and filling in the relevant details can help make all involved parties aware of their responsibilities for the event.

**EVENT RESPONSIBILITIES**

<table>
<thead>
<tr>
<th>Task</th>
<th>Assigned to</th>
<th>Due Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select and invite the speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select a date and put it on calendars</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post event on PlanIt Purple</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserve a room</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop an invitation list (including special guests)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Determine the budget</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Request a bio, photo, title, and abstract from each speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confirm AV needs with the speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confirm the speaker’s cell number</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send the speaker a parking pass and directions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send the speaker pertinent publicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop and send a save the date</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create tent cards for the speakers and VIP guests</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrange a gift for the speaker, if necessary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrange for refreshments</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order flowers, if necessary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book a photographer, if necessary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop and send the invitation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop posters/flyers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact McCormick marketing for any PR needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-send message as a reminder</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send the scenario</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare remarks for the event host</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place signs where appropriate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The following is an example of an event brief that was used for the Great Intersections Launch in March 2012. It was sent out to the events staff and administration.

**EVENT BRIEFING**  
**The Great Intersection Launch**  
Tuesday, March 6, 2012, 4-5:30 pm  
Ford Shop & Atrium

<table>
<thead>
<tr>
<th><strong>PURPOSE:</strong></th>
<th>Faculty and Staff launch for McCormick’s new strategic plan.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ATTENDEES:</strong></td>
<td>Dean, Admin Team, Faculty, and Staff</td>
</tr>
</tbody>
</table>
| **STAFFING:** | Elizabeth Foster, Kyle Delaney, Emily Ayshford, Christa Battaglia, Carol Berry, Sarah Ostman, Lena Henderson, Amber Holzmeister, Jason Grocholski  
Work Study Students: Matt, Jesse, and Kyra |
| **CATERER:** | A Tray to Remember, Meredyth Brook, 847-213-5008, Event # |
| Delivery Time: | 2:45-3:15 PM |
| Pick-up Time: | 5:00 PM |
| **RENTALS:** | Hall’s, 847-929-2222, Customer #, Invoice # |
| Delivery Time: | Tuesday by 1:00 PM (will call EF cell phone) |
| Pick-up Time: | Wednesday morning |
| **LINENS:** | BBJ, 800-592-2414, Customer #, Contract # |
| Delivery Time: | Monday, 3/5 (EF will bring over to Ford) |
| Pick-up Time: | Wednesday, 3/7 |
| **BALLOONS:** | Preston’s Flowers, 847-864-1816, ask for Julie |
| Delivery Time: | 2:00 pm |
| **SET-UP:** | 12:00 pm Shop Closes  
1:00 pm Shop is open for set-up.  
Chairs are set-up.  
Stage is assembled (it hooks together) and skirting is attached.  
Podium is set-up w/ microphone.  
Women’s jacket tables are set-up inside shop and covered w/ black linens.  
Men’s jacket table is set-up outside shop near Sprinkler Door and covered w/ black linen.  
Boxes of extra jackets are conveniently arranged down Shop Hall.  
2:00 pm Philip Jacob opens Auto Bay.  
Chairs & tables in Ford Atrium move to Auto Bay. |
Tables for food & drinks are moved in and set-up.
Balloons are delivered.
Linens and balloons are placed on tables

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:45-3:15 pm</td>
<td>Caterer arrives. Food &amp; drinks are set-up.</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Sound check. Video Check.</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Shop set-up is finished. Prepare for guests.</td>
</tr>
<tr>
<td></td>
<td>Place reserved signs if applicable.</td>
</tr>
<tr>
<td></td>
<td>Food Guard is now on duty.</td>
</tr>
<tr>
<td></td>
<td>Meet w/ jacket staff to go over instructions.</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>Greeters in place.</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Event Starts.</td>
</tr>
</tbody>
</table>

**MENU:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mocha Chocolate Cupcake</td>
<td>4 Dozen</td>
</tr>
<tr>
<td>Miniature Crème Filled Choc Cupcakes w/ purple icing</td>
<td>5 Dozen</td>
</tr>
<tr>
<td>Crème Brulee Tarts</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Key Lime Tarts</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Fudge Brownie Lollipops</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Classic Cheesecake Lollipops</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Purple Macaron w/ Fudge Filling</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Café French Macaron w/ Gran Marnier Filling</td>
<td>3 Dozen</td>
</tr>
<tr>
<td>Fruit Kebabs (mini--3 pieces)</td>
<td>6 Dozen</td>
</tr>
<tr>
<td>Fresh Vegetable &amp; Cubed Cheese Display</td>
<td>50p</td>
</tr>
<tr>
<td>Freshly Squeezed Lemonade</td>
<td>6 Gallons</td>
</tr>
<tr>
<td>Coffee</td>
<td>6 Gallons</td>
</tr>
<tr>
<td>Decaf</td>
<td>3 Gallons</td>
</tr>
<tr>
<td>Tea Set Up</td>
<td>2 Gallons</td>
</tr>
<tr>
<td>Black 7” Plate &amp; bev. Napkin</td>
<td>200</td>
</tr>
<tr>
<td>9 oz plastic glasses</td>
<td>175</td>
</tr>
<tr>
<td>Black Mug</td>
<td>100</td>
</tr>
<tr>
<td>Stirrers</td>
<td>100</td>
</tr>
</tbody>
</table>
## Venues to consider

### Evanston north campus facilities

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity</th>
<th>Contact Name</th>
<th>Contact Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tech Conference Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dean's Conference Room (L250)</td>
<td>18-20</td>
<td>Carol Berry/Jason Grocholski</td>
<td>1-5220, 1-5550</td>
</tr>
<tr>
<td>3rd Floor EECS (L324)</td>
<td>10-40</td>
<td><a href="mailto:conf-res@eecs.northwestern.edu">conf-res@eecs.northwestern.edu</a></td>
<td>1-8172</td>
</tr>
<tr>
<td>ME (B211)</td>
<td>25</td>
<td>Amy Masters</td>
<td>7-6510</td>
</tr>
<tr>
<td>Civil Engineering Conference Room (A230)</td>
<td>30</td>
<td>In person</td>
<td>In person</td>
</tr>
<tr>
<td>ME (A211) (no projector)</td>
<td>10</td>
<td>Amy Masters</td>
<td>7-6510</td>
</tr>
<tr>
<td>IEMS (C211)</td>
<td>22</td>
<td>In person</td>
<td>In person</td>
</tr>
<tr>
<td>BME (E311)</td>
<td>30</td>
<td>Marco Pedroso</td>
<td>7-1213</td>
</tr>
<tr>
<td>ChBE (E133)</td>
<td>15-20</td>
<td>Debbie Boetscher</td>
<td>1-2774</td>
</tr>
<tr>
<td>CEE (A132)</td>
<td>10</td>
<td>Richard Garza</td>
<td>1-3858</td>
</tr>
<tr>
<td>ESAM (M453)</td>
<td>6</td>
<td>Beth Siculan</td>
<td>1-3345</td>
</tr>
<tr>
<td>Chem (K126)</td>
<td>12-15</td>
<td>Dorene Kaplan</td>
<td>1-4225</td>
</tr>
<tr>
<td><strong>Ford Conference Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITW (1-340)</td>
<td>70</td>
<td>Reserve through R25 (Emily Venezia)</td>
<td>7-2691, 7-1333</td>
</tr>
<tr>
<td>EECS (3-340)</td>
<td>17</td>
<td>Carolyn Mortezaí or Marjorie Ryes</td>
<td>7-3365, 7-3372</td>
</tr>
<tr>
<td>MPD (2-310)</td>
<td>8</td>
<td>Karen Healy Stover or Lee Cabot</td>
<td>7-2049</td>
</tr>
<tr>
<td>Co-op (2-340)</td>
<td>15</td>
<td>Reserve in Outlook</td>
<td>1-3366</td>
</tr>
<tr>
<td>ITI (1-240)</td>
<td>20</td>
<td>Elizabeth Brasher</td>
<td>7-2049</td>
</tr>
<tr>
<td>ITI (1-200)</td>
<td>8</td>
<td>Elizabeth Brasher</td>
<td>7-2049</td>
</tr>
<tr>
<td>Administration (1-330)</td>
<td>10</td>
<td>Elizabeth Brasher</td>
<td>7-2049</td>
</tr>
<tr>
<td>Fish Bowl/ MMM Conference Room</td>
<td>10-12</td>
<td>Alexis Saba</td>
<td>7-4013</td>
</tr>
<tr>
<td><strong>Pancoe Conference Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2401 (Fourth Floor just off elevators)</td>
<td>20</td>
<td>Tasneem Nomanbhai</td>
<td>1-5521</td>
</tr>
<tr>
<td>Auditorium</td>
<td>100</td>
<td>Before 4pm, Registrar's Office; after, 1-5061 or 1-5521</td>
<td></td>
</tr>
<tr>
<td>BMBCB (1401)</td>
<td>25</td>
<td>Call main office</td>
<td>1-5061</td>
</tr>
<tr>
<td>BMBCB (3103)</td>
<td>30</td>
<td>Call main office</td>
<td>1-5061</td>
</tr>
<tr>
<td><strong>Cook Conference Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room Type</td>
<td>Capacity</td>
<td>Reserver</td>
<td>Phone</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------</td>
<td>--------------------</td>
<td>---------</td>
</tr>
<tr>
<td>MSE (2047)</td>
<td>8-10</td>
<td>Reserve in Cook 2036</td>
<td>1-3537</td>
</tr>
<tr>
<td>MSE (2058)</td>
<td>40</td>
<td>Reserve in Cook 2037</td>
<td>1-3538</td>
</tr>
<tr>
<td><strong>Tech Seminar Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M152 (near Tech Express)</td>
<td>56</td>
<td>Reserve through R25 (Emily Venezia)</td>
<td>1-4363</td>
</tr>
<tr>
<td>M164</td>
<td>56</td>
<td>Reserve through R25 (Emily Venezia)</td>
<td>1-4363</td>
</tr>
<tr>
<td>Cohen Commons</td>
<td>70-110</td>
<td>Jason Grocholski</td>
<td>1-5550</td>
</tr>
<tr>
<td><strong>Tech Lecture Rooms</strong></td>
<td></td>
<td>Emily Venezia</td>
<td>1-4363</td>
</tr>
<tr>
<td>Ryan Auditorium</td>
<td>602</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>LR3</td>
<td>272</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>LR2</td>
<td>272</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>M345</td>
<td>100</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>L361</td>
<td>100</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>LR4</td>
<td>88</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>LR5</td>
<td>88</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td>LR6</td>
<td>86</td>
<td>Reserve through R25</td>
<td></td>
</tr>
<tr>
<td><strong>Silverman Conference Rooms</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-510</td>
<td>22</td>
<td>Reserve through Outlook</td>
<td></td>
</tr>
<tr>
<td>2-510</td>
<td>22</td>
<td>Reserve through Outlook</td>
<td></td>
</tr>
<tr>
<td>3-510</td>
<td>22</td>
<td>Reserve through Outlook</td>
<td></td>
</tr>
<tr>
<td>4-510</td>
<td>22</td>
<td>Reserve through Outlook</td>
<td></td>
</tr>
</tbody>
</table>


To book a space, enter a request using the above link.

**Evanston outdoor spaces**
*Garrett Lawn* (south of the Ford building)
Barbara Adams
847-866-3939
barbara.adams@garrett.edu

*Norris lawn area*
847-491-2330 (1-2330 on campus)
[http://norris4.norris.northwestern.edu/oe_index.php](http://norris4.norris.northwestern.edu/oe_index.php)

**Evanston reception/dinner spaces**
*Guild Lounge* (in Scott Hall)
This beautiful Victorian-style space is perfect for hosting a reception, party or lecture (it holds 80 seated and 150 standing). There is a built-in sound system and projector. An outside caterer must be hired for each event. Rental fee is $150.
Hardin Hall (in Rebecca Crown)
This large room has no natural light but has historical portraits on its walls. It is the appropriate size to host a reception, conference or lecture.

To book one of these rooms or others on campus, please use the link below to locate the appropriate contact person:
http://www.registrar.northwestern.edu/scheduling/reserving_other_campus_rooms.html

Norris University Center (total of 14 available meeting rooms)
847-491-2330 (1-2330 on campus)
norris-events@northwestern.edu
http://www.norris.northwestern.edu/event/meeting/

Other venues nearby
Michigan Shores Club (located in Wilmette)
This private club has wonderful service and warm, inviting rooms. The upscale venue can handle intimate gatherings, grand and elegant receptions, or dinners. Many rooms retain a touch of the Old World and have views onto Lake Michigan.

Below are the rooms that we have utilized in the past, including the capacity and rental price for each:
-Canterbury Room: 125 ppl seated; $250 weekday evenings
-East Porch: 80 ppl seated; $250 weekday evenings

John Hallberg
847-251-4100
jhallberg@michiganshores.org

Chicago campus facilities
Several Northwestern schools are housed in downtown Chicago. Conference and event space is available at Northwestern Law, Feinberg and Kellogg. There are a variety of venues, with most being modern and overlooking the lake. For inquiries about space and availability, please contact Elizabeth Foster at e-foster@northwestern.edu.

Other venues in Chicago
Free online venue locator resources:

Biz Bash: http://www.bizbash.com/chicago/
(Click on Venues tab and then Venue directory)

Cvent: http://www.cvent.com/
(Use supplier network on upper left hand corner)

Open Table: http://www.opentable.com/start.aspx?m=3
(Click on “Planning a private party or banquet? … on center right side of page)
Caterers
Note that Northwestern University has established relationships with several caterers in order to streamline the payment process and improve accessibility. I have denoted these caterers as “NU preferred vendors.” It is not mandatory that you use these vendors, but the purchasing department strongly recommends it.

The following vendors are categorized by overall pricing and are compared to one another based on cost ($, $$, $$$). I list my personal experience with each one.

$ nuCuisine Catering/Norris (on campus catering; NU preferred vendor)
Colleen Wade (Catering Sales Manager)
847-467-6110 (7-6110 on campus)
collen.wade@sodexho.com
http://www.northwestern.edu/nucuisine/nucuisinecatering/

Our own campus catering company knows our Evanston buildings, rooms and parking situations well. Norris service people are responsive, helpful and creative. The office staff who coordinate the events needs strong guidance to bring creativity and diversity to the menus. Norris is reliable and stress-free. This is a cost-effective option.

$ Hearty Boys Catering (NU preferred vendor)
Charles Hoven
773-244-9866 x209
charles@heartyboys.com

This caterer has proven to be the most versatile in terms of our varying needs. They can deliver any type of meal and also provide wait staff for food that needs to be served. Hearty Boys is a reliable option for large scale events as well (they catered our Centennial Celebration for almost 1,500 people). They offer a creative menu and the presentation is beautiful, in nice platters and food selections varied in height. They also provide alcohol and bartenders for receptions and dinners. This seems to be a popular option for our McCormick events. Overall, Hearty Boys offers reliable service and reasonable prices.

$ Rollin’ in Dough, Evanston
Michael
847-864-9400
orders@rollinindough.com
http://www.rollinindoughcatering.com/

This is the catering division of the popular Rollin’ to Go restaurant, providing similar menu options including sandwiches, homemade potato chips, and tasty desserts. This company specialize in large platters or boxed lunches that can be dropped off. Note that Rollin’ in Dough does not provide coffee.
$ Einstein Bagels
847-491-5856
food@northwestern.edu
http://www.nucuisine.com/retail/einstein.html

$ Cosi
847-328-2050
http://www.getcosi.com/catering.html

$ Panera Bread (Wilmette)
Janine
847-312-5826
http://www.panerabread.com/viapanera/

$$ A Tray to Remember
Meredyth Brook
847-213-5008
mbrook@cateringbymichaels.com

Excellent food, service, and pricing. A Tray to Remember has beautiful desserts and interesting hors d’oeuvres for receptions. They also have a wide variety of preselected lunch and dinner menus. One drawback is the lack of non-cambro drink dispensers. We used A Tray to Remember for the Great Intersections Launch.

$$ Fraiche Café and Bakery, Evanston
Susan Friedman (Proprietor)
847-475-5467
susan@fraichevanston.com
http://www.fraichevanston.com/

Fraiche is a local establishment on Noyes Street serving primarily breakfast and lunch foods. They make wonderful pastries (the scones are exceptional) and the product size can be reduced for catering. Sandwiches are delicious and perfect for boxed lunches (some say the bread is too abundant though). All of the side dishes are tasty, as are the platters (ideal for buffet spreads). Non-alcoholic drinks like teas and lemonades are served in nice dispensers and always garnished appropriately. Very reliable service.

$$ Food for Thought (NU preferred vendor)
Tanya Fuentes (Sales Consultant)
847-745-5133
tfuentes@fftchicago.com
http://www.foodforthought-chicago.com/

Food for Thought has an upscale catering division that can be used for cocktail receptions and sit down dinners. They also have a casual Lunchbox Program, offering boxed or buffet lunches and breakfasts, all on disposables. This type of food works extremely well with
events where a nice but casual buffet spread is required. Easy to work with and reliable service.

$$ MJ Catering and The Corner Chef, Evanston
847-869-1180
info@mjcatering.com
http://www.mjcatering.com/

This is a local establishment with a fine dining and casual catering division. Use MJ for receptions, buffet displays and dinners. They will require a staff person to work these events, unless the food is dropped off on disposables. They serve most items on nice platters but the height of the display can be varied. They have a liquor license and will provide alcohol. Corner Chef is best for boxed lunches or lunch buffets for meetings and conferences. Their presentation is more casual but the food is tasty. Service is exceptional – always on time and very cordial.

$$ Limelight
Nicole Orlando (Sales Executive)
773.883.3080 ext. 222
Nicole@limelightcatering.com
http://www.limelightcatering.com/

Limelight specializes in upscale receptions and sit down meals. They use fresh ingredients and present them in a fun, modern way including pushcarts and themed stations. If you are looking to impress, this vendor really understands high quality and special events. Their service is outstanding.

$$ Food Stuffs, Evanston
847-328-7704
www.foodstuffs.com
Florists

Ixia, Evanston
Barbara Bellamy
847-332-1020
ixiaflower@aol.com
http://www.ixiaflowers.com/home.html
Use for upscale, local events for a modern, exotic flair.

Botanicals, Chicago
Casey Cooper (Managing Partner)
773-269-3142 x101
casey@botanicalschicago.com
http://www.botanicalschicago.com/home.html
Botanicals will also provide decorative elements.

Morning Glory, Wilmette
847-256-2575
http://www.morninggloryltd.com/
Use for traditional, fresh arrangements that are cost effective.

Decorative elements

BBJ Linens - linen rental
847-329-8400
http://www.bbjlinen.com/

BBJ Linen Store – linen purchase (lightly used)
7855 Gross Point Rd.
Skokie, IL
847-329-8400

Hall’s - event & catering rentals
847-929-2222
http://www.hallsrental.com/

Preston’s Flowers (Balloons)
(847)864-1816
http://www.prestonsflorist.com/
We used Preston’s for the Great Intersections Launch event as well as the Undergraduate Convocation Reception.
HDO Productions - tent rentals
Bill Kidd (Vice President)
(847) 967-6800 x106
bkidd@tentprofessionals.com
http://www.hdotents.com/
We used HDO for the Undergraduate Convocation Reception tent.

Entertainment
Jubal Music, Inc
Kim Sopata
info@jubalmusic.com
We used a violin/harp duo for the 2012 Convocation Dinner. They did a beautiful job.

Walking Bow
Eric Seligman (NU ’11)
ericnathanielseligman@gmail.com
We used a jazz trio from the collective at both 11-12 holiday luncheons and for the 2012 PhD Reception. Very responsible and great music.

Shutterbox Photo Booth
Jen McCarthy
708-717-1332
jen@shutterboxentertainment.com
We used a photo booth at the Centennial campus celebration.

Hartigans Ice Cream Shoppe, Evanston
Marsha Hartigan
847-491-1232
We used a Hartigans ice cream cart at the Centennial campus celebration.

Audiovisual
If you are hosting an event within McCormick buildings, please contact our in-house team:
McCormick IT
media@mccormick.northwestern.edu
McCormick IT will record an event or provide IT equipment and support.

Swank Audiovisual
Ken Fernandes (Project Manager)
630-296-8425
kfernandes@swankav.com
www.swankav.com
Use Swank for events outside of McC facilities. We hired them for the Centennial campus celebration and Centennial Gala at Art Institute.
Photographers
If you would like to borrow the marketing DSLR camera, please stop by Tech M211. You can also consider the following freelance photographers used by the marketing department.

Andrew Campbell
773-539-2356
andrewcampbellphot@sbcglobal.net
http://www.andrewcampbellphoto.com/

Sally Ryan
773-627-1195
sally@cmykyle.com
http://www.sallyryanphoto.com/

Jasmin Shah
773-612-7595
jasmin@jasminshah.com
http://www.jasminshah.com/

Nathan Mandell
773-862-0115
nman@mandellphoto.com

Gifts and promotional materials
Printable Promotions
Mitch Silver (Vice President)
312-284-8212
mitch@printablepromotions.com
http://www.printablepromotions.com/
Printable Promotions designed Centennial t-shirts, water bottles and other McCormick marketing giveaways.

Crystal Cave
847 251-1160
info@thecrystalcave.us
http://www.engravedcrystal.us/

McLaughlin Glazeware
Mary McLaughlin (President)
847-446-6861
m.mclaughlin@glazeware.com
http://www.glazeware.com/
McLaughlin Glazeware designed our Centennial commemorative plate.
Print designers
University Relations
Anne Egger
847-491-4880 (1-4880 on campus)
a-egger@northwestern.edu

Amy Charlson
847-940-7817
amycharlson@yahoo.com

Angela Kokes
847-256-4710
a.kokes@comcast.net

Development of marketing tools for events
The McCormick marketing department can assist you in exploring ways you can promote your event around campus and the community. Please contact Emily Ayshford (e-ayshford@northwestern.edu) if you would like to include any of the following in your event planning process.

• Promotion on the McCormick web site (PlanIt Purple)
• Ads in the Daily Northwestern
• Features on the news bulletin
• Banners or signage
• PowerPoint templates with McCormick branding

Feel free to consult the marketing communications guidelines found here: http://www.mccormick.northwestern.edu/resources/offices/marketing/index.html

Event response tools
Certain Registration
http://www.certain.com/
Advantages: can handle credit card transactions, links directly to NU chart strings
Disadvantages: hard to navigate

Cvent
http://www.cvent.com
Advantages: advanced event registration with multiple features, user friendly
Disadvantages: costly (set up fee and per registrant fee)

EventBrite
http://www.eventbrite.com
Advantages: free service for free events (must pay a surcharge for events with a cost)
Disadvantages: can only accept an invitation (no declines)
**Paperless Post**
http://www.paperlesspost.com/
Advantages: user friendly, pay a nominal fee per invitation
Disadvantages: limited design templates, cannot turn off envelope

**Constant Contact**
http://constantcontact.com
Advantages: invitation is customizable, people can respond yes or no
Disadvantages: hard to make changes to rsvp’s on the back end

**Meeting Wizard**
http://meetingwizard.com/
Advantages: allows users to select their preferences for various event dates
Disadvantages: everyone can see the responses