



SBCC EVENT PLANNING GUIDE

So, You Want to Host an Event at SBCC...



South Bay Community Church

JANUARY 31, 2023

SOUTH BAY COMMUNITY CHURCH

47385 Warm Springs Blvd. Fremont, CA 94539

Thank you for your interest, we are excited you are planning an event ...

The timeline for your event promotion and facility reservation are essential considerations. Use the following event planning timelines for successful promotion of your event.

Four or more (4+) Weeks prior to your event:

- Select the date for your event.
- Verify facility availability using the church calendar (Elexio)
 - Confirm there are no conflicts.
 - If you have questions, contact the church office.
- Determine forms to be completed.
 - Event and Promotion Form – for promotion only
 - Event Promotion Form **and** Facility Request/Room Reservation Form for promotion and reserving facilities.
 - Facility Request/Room Reservation only if event does not require any promotion.

Three to four (3-4) weeks prior to your event:

Forms are found at: <https://www.sobcc.org/sbccforms/>

Please answer all questions as thoroughly as possible.

- **Does your event need promotion?**
 - Submit the Event and Promotion form no less than 4 weeks before the event.

For Events and Promotions:

What is the primary message for your event?

When creating an event, think of the benefits for the attendees. You want to ensure the benefits of attending will be clear and tangible. This enables us to promote your vision. Provide any quotes or taglines you'd like to see included.

Do you have specific visuals you want to be used or included?

Provide information for our designers to create a compelling promotional graphic. If you have examples, feel free to include them by using the upload feature.

Who is the contact person for your event?

During form submission, please include the primary point person for the event if it is not you. This way, the team can reach out should any questions or issues arise.

Consider capturing photos/videos of your event for post-event advertising.

Requested promotion sharing and venues:

Saturation protocol:

Within the 4 week period, promotions will be shared a maximum of 2-3 times based on the church calendar and queue. We have found increased frequency leads to decreased response.

- Church events take priority over community events.
- All church events take priority over ministry events.

Text reminder protocol:

- Limited to all church events only.
- 1 reminder the week of an event.
- Provide the date and content for text reminder limited to 140 characters.
- If you are permitted (rare) and sending the text out yourself, please indicate on the form so it does not trigger activity on our end.

- **Does your event require any special purchases or materials?**

- Consult with your ministry leader regarding purchases and approval.
- Once approved:
 - Submit your purchase request form.
 - On the facility form, indicate the fact that special items were ordered.

- **Completing Facilities Form**

- Does your event require a room at SBCC or Zoom schedule?**

Zoom event?

- Indicate if a zoom link will be needed.
 - Supply date, time and length of meeting
- Is recording of the zoom necessary?
 - Recording requires special permission.

In-Person Event?

- Submit the Facilities Request/Room Reservation form **no less than 4 weeks** before the event.
 1. Verify again if the date and time slot is available for your desired room.
 - Check the Elexio calendar or call the office.
 - Time should encompass the entire period: opening (when the first person will enter the building); event; cleanup.
 - Example: Breakfast event open at 7:30 to start cooking for event that starts at 9am; event is from 9-12; cleanup by 12:30.
 - Time entered on facility form should be 7:30-12:30, time entered on event form should be 9:00-12:00.
 2. When multiple events are on the same day, a minimum of 2 hours should be allowed for sanitizing.
 3. Who is the point person on the day of the event?
 4. Will your event require special arrangements for the building to be opened and security provided?
 5. Using the upload feature, submit your desired layout for the room or provide detailed description.
 - How many tables and what type (round, long), how many chairs at each table; tablecloths, color scheme, etc.
 6. Is the event outdoors?
 - Will any canopies be needed, canopy placement.

AV/Sound system

- For MPR ensure there is someone in your group that knows how to use this setup.
 - If not, schedule a date/time with the office to come in to familiarize yourself or someone in your group with the instructions.
- If this is beyond the setup provided in the MPR, contact AV. For example, piano required, special music, etc.

Two (2) weeks prior to your event:

- Check with the office regarding status of purchases/orders.

Week of your event:

- Confirm setup has been arranged.
- Confirm building opening (if needed) has been arranged.
- If needed, obtain A/V training.
- Review or purchases and any preparation
- Arrange for room décor/setup.
 - During office hours or by special arrangement.
- Confirm cleanup/take down team post event.

Post event:

- Complete Event Evaluation Report Form
- Capture photos/videos of your event?
 - Use the upload feature of the form. Events are an opportunity to make memories. We'd love to feature photos or videos in future marketing communications or event recaps.

Changes and Cancellation

If the parameters of your event change or your event is cancelled, please inform the office via email, or use the Change/Cancellation form (when ready). At this time (02/2023), we do not yet have the change request form.

If your event is cancelled, please inform as soon as possible in order to free up the reservation for others.

We truly understand that there can be extenuating circumstances which may prevent strict adherence to these guidelines. However, not abiding by them may result in our not being able to serve you properly and the event may be cancelled.