

Planning a successful event on or off campus can be quite complex, requiring coordination of many factors. To facilitate this process, the Isenberg Dean's Office is offering this guide with resources and recommendations related to the various aspects of event planning. This will allow Isenberg to work collaboratively and cohesively with individuals within Isenberg and across campus, leverage our resources, and be consistent with our efforts externally.

Event Managers can help manage on and off-campus events, vendors, protocols, and resources. In addition, we can assist with managing requests for marketing, service, catering, AV requests, and tracking.

If you have any questions, contact **Shannon Petrin**, Senior Director, Special Programs & Events.

*Each section below can expand, for further information with the arrow on the side.

Planning Steps

1. Scheduling Events and Reserving Space

Always check for conflicts and holidays on the University of Massachusetts, Amherst [academic calendar](#), and the [Isenberg events calendar](#). If you have an internal event and have a preliminary date, you will need to request a room/space at Isenberg through the [Isenberg room request](#) form (managed by the Undergraduate Office) if it is at Isenberg. Once approved, you will need to fill out the [Isenberg event planning request](#) that is approved by the ISOM Senior Director, Special Programs & Events.

For all external events, you need to process the [Isenberg event planning request](#). This will allow us to be strategic across campus to avoid conflicts, invite/alert key leadership to attend if required, awareness of any key alumni or attendees attending the event, and provide you with resources for executing a successful event. Events to always include:

- ❖ Alumni nights
- ❖ New major nights
- ❖ Board/Alumni meetings
- ❖ Competitions
- ❖ Career-day and open house-related events
- ❖ Events with recruiters and/or firms
- ❖ Banquets/awards ceremonies
- ❖ Club events (anything larger than club meetings or that might have alumni/donors in attendance)

Isenberg School of Management Rooms/Spaces

Building	Room	Capacity	Event Space	Classroom	Breakout Room	Conference Room	Purview
Alfond	Atrium	Varies	✓	–	–	–	GPO
	SOM0103	4	–	–	–	–	Development
	SOM0106	59	–	✓	–	–	UGPO
	SOM0108	88	–	✓	–	–	UGPO
	SOM0111	24	–	✓	–	–	GPO
	SOM0112	44	–	Computer Lab	–	–	GPO
	1 st Floor Classrooms	Varies	–	✓	–	–	UGPO

Business Innovation Hub	Basement Classrooms	Varies	–	✓	–	–	UGPO
	SOM0126	56	–	✓	–	–	GPO
	SOM0137	220	–	✓	–	–	UGPO
	SOM0201	6	–	–	✓	–	UGPO
	SOM0208	46	–	✓	–	–	GPO
	SOM0210	71	–	✓	–	–	GPO
	SOM0219	16	–	–	–	✓	UGPO
	SOM0237	14	–	–	–	✓	UGPO
	SOM0G8	32	–	Computer Lab	–	–	UGPO
	SOM0G12	–	–	Recording Studio	–	–	Teaching Fellows
	SOM0G20	42	–	Computer Lab	–	–	UGPO
	SOM0G23	42	–	Computer Lab	–	–	UGPO
	SOM0G27	42	–	Computer Lab	–	–	UGPO
	N201A-U	4	–	–	Interview Room	–	Chase Career
	N202-218	6	–	–	✓	–	UGPO
	N101 (ILC)	385	✓	–	–	–	UGPO/Deans Office (SP)
	N125	48	–	Computer Lab	–	–	UGPO
	N135	65	–	✓	–	–	UGPO
	N145	65	–	✓	–	–	UGPO
	N220	18	–	–	–	✓	UGPO
	N282	5	–	–	–	✓	Instr. Designer
MAHAR	N301	10	–	–	–	✓	UGPO
	N304	10+	–	✓	–	–	Sport
	N314	4	–	TA Work Room	–	–	UGPO
	N324	8	–	–	–	✓	UGPO
	N330	14	–	–	–	✓	UGPO
	N342	8	–	–	–	✓	UGPO
	N350	4	–	TA Work Room	–	–	UGPO
	N390	10	–	–	–	✓	UGPO
	MAH0108	469	–	✓	–	–	CCM

Graduate Programs Office (GPO), Undergraduate Programs Office (UGPO), Course/Classroom Management (CCM)

Learning Commons

Please follow the below guidelines when planning your event in the Isenberg Business Innovation Hub Learning Commons. Should you need further information or have any questions, please contact **Shannon Petrin**.

1. Reserving the Learning Commons (max capacity 385)

- To reserve the learning commons please fill out the form by going to the **Isenberg room request form**.
- Meet with an Event Manager
- Fill out the catering request form, facilities form, and TSS support ticket.
- Please then email the Dean's Office Front Desk at **deanstudent@isenberg.umass.edu** to request the six signs and easels to close off the Learning Commons on the day of the event. In your email, please include a date and time you would like to retrieve and drop off the signs at the Dean's office.

2. Closing the Learning Commons (day of)

- Place table signs on all tables in the Learning Commons on the morning of the event to let students know when they will be asked to move.
- Retrieve Signs and easels from the Dean's Office on the third floor that read "Learning Commons Closed for Private Event".

- Place these signs out around the Learning commons at least ½ hour before setting up and catering arrives, to allow students adequate time to clear the space.

3. Ordering Food & Beverage

- If your event requires food, please contact UMass catering and not an outside vendor.
- Order linens for the event from UMass Catering as the Learning Commons do not have these.
- Ask UMass Catering how many 8-foot tables they will need set up as there are about six of these around the Learning Commons to set up in advance of their arrival.
- If you will be serving alcohol at your event, be sure to give UMass Catering a minimum of 30 days' notice to ensure they can be approved for an alcohol permit for your event.

4. Furniture

- ❖ 60" round tables (17): 8 people fit comfortably, 10 people fit tight (table toppers go on small tables to create 60" tables)
- ❖ 8ft & 6ft tables (12)
- ❖ Silver Legged Chairs (150)
- ❖ Black Legged Chairs – additional chairs use only (50)
- ❖ Coat Racks (2)
- ❖ Stanchions (10)
- If you need furniture to be moved or relocated for your event, a request can be put in with the physical plant to come to move furniture for you by filing a Non-Emergency Service Request at Facility and Campus Services online at least 14 days before your event.
- Please keep Jacob Clark at jclark@isenberg.umass.edu in the loop on how you expect to configure the space.
- If you need more furniture than what is in the Learning Commons you will need to rent from an outside company, such as Hilltown Tents or Taylor Rental.
- All furniture MUST be put back where it originated after your event and facilities can do this for you as well.

5. Custodial services

To have a visually presentable area, you should have the learning commons cleaned before, during, and after your event. This may require the need for custodial services. They can ensure during your event, the trash/recycling, and the restrooms are maintained. In addition, many times after an event, the space is not in the same shape as before the event. This would require cleaning after the event as well. Fill out the [custodial form](#).

6. Technology Support and Service (TSS)

Send in a ticket to alert TSS of the space being used, any AV/technology needs, and if there will be a need for TSS support during your event as soon as you start the planning of your event. If your event is during off hours or over the weekend, TSS would like to be aware in case there is a need for support if something occurs or if there is a need for someone to be onsite.

Monitors: 3 computers control the 6-column screens. 4 of them can be easily shown in new slide shows. Linking them in tandem with the video would not be available, but they can offer independent rotating slides. Two of the screens are connected to an IPTV streaming live cable. This computer is not designed to have power points, so we can turn these off if needed.

Video Wall: You can connect a laptop via an HDMI port. You can place a laptop on a podium if requested. Anything being displayed on the video wall should be formatted with marketing and communications.

Lights: The lights can be dimmed. Jacob Clark and Shannon Petrin can go over how to do this.

Sound system: The laptop connected to the HDMI will also send audio through the speaker system in the Learning Commons. There are wireless microphones, microphone stands, and a wired built-in microphone on the podium that go through the speaker system as well.

Door Access: Tehe doors will be locked during non-business hours. If your event is during these hours, a request must be put into facilities for the duration you are looking to have them open.

On-Campus Event and Meeting Spaces

Check the [university event schedule](#). Once you have a preliminary date, reach out to the respective areas on campus within this document to process their request forms.

Campus Center and Student Union

The Department of Hospitality and Tourism Management (HTM) runs the Marriott Center on the top of the Campus Center. HTM students cater events reserved for lunches on Tuesdays, Wednesdays, and Thursdays and dinners on Tuesdays and Wednesdays. Reservations must be made far in advance and can be made by contacting [Jenafer Andren](#), Chief Instructor, and Marriott Center Operations Manager.

Campus Center and Student Union rooms, A/V, and catering can be requested through the [Event Sales Office](#). Off-campus catering options cannot be used in the Campus Center and Student Union.

Building	Room	Capacity				
		Conference	Theater	Hollow Box	Classroom	Rounds of 8
Campus Center	162	36	80	32	56	64
	163	40	150	40	90	104
	165	36	80	32	60	64
	168	40	95	36	60	56
	174	40	95	36	60	56
	177	14	–	14	14	–
	178	14	–	14	14	–
	Auditorium	–	700	–	250	432
	801	12	–	–	–	–
	802	12	–	–	–	–
	803	18	48	22	22	32
	804	30	72	30	36	48
	805	22	48	22	22	40
	811	22	48	22	22	40
	901	12	–	–	–	–
	902	12	–	–	–	–
	903	22	48	22	22	40
	904	30	72	30	36	48
	905	22	48	22	22	40
	911	22	48	22	22	40
	917	32	72	32	30	56
	Amherst (10 th)	42	200	40	80	200
	Hadley (10 th)	25	50	25	40	56
	Marriot Center (11 th)	42	200	40	75	220
Student Union ¹	Suffolk	14	–	14	14	–
	Commonwealth	30	70	30	70	80
	Dukes	20	–	20	20	–
	Cape Cod Lounge	52	176	52	52	104
	Student Union Ballroom	–	660	–	312	480

The Commonwealth Honors College Events Hall

Two rooms: 160E and 160W. These rooms can also be combined into one larger room.

To request a room reservation, follow the steps below:

- Consult the [Reservation Calendar](#)
- Review the [Policy Statement](#)
- Submit a [Reservation Request](#) (university login required)

Table capacities for the Commonwealth Honors College Events Hall are listed below.

Based on 12 square feet per person.

	160E and 160W (2,700 sq. ft.)		160E (1,460 sq. ft.)		160W (1,250 sq. ft.)	
	# Tables	# People	# Tables	# People	# Tables	# People
36"- 72" Round	22-56	220	12-30	120	10-26	100

Based on 10 square feet per person.

	160E and 160W (2,700 sq. ft.)		160E (1,460 sq. ft.)		160W (1,250 sq. ft.)	
	# Tables	# People	# Tables	# People	# Tables	# People
36"- 72" Round	27-67	270	14-36	140	12-31	120

Dining Hall Event Rooms

Two dining halls on campus – **Berkshire** and **Hampshire** – each have a private room available for events or your guests can sit within the standard dining area. To request a reservation, contact the respective managers found on the [UMass Dining website](#).

- Private dining room available upon request
- Pre-paid cash cards, on-site payments, or direct billing are available.

Worcester Dining Commons

The newly renovated Worcester dining commons include **The Commonwealth Restaurant**. To request a reservation, call 413-545-0255. Located on the top floor of Worcester Commons. This is open to the public and campus community, with a full-service restaurant and lounge featuring local beer, wine, and farm-fresh ingredients. Visit [here](#) for details.

Goodell Hall – Bernie Dallas Room

A wood-paneled, formal room typically used by admissions for prospective student information sessions. The Bernie Dallas room holds around 200. Campus catering is available but can only be set up outside of the room.

To request a reservation, contact **Erin Bernard**, Manager of Visitor Relations. To request A/V, contact **AIMS**.

Integrated Learning Center (ILC) Rooms

There are several spaces in the ILC available by request:

- **1st Floor – Atrium:** The 1st floor Atrium near Peet's Coffee can be reserved through **Auxiliary Services**.
- **2nd Floor – Atrium:** The 2nd floor Atrium facing the campus pond can be reserved through **Academic Scheduling**.
- **3rd Floor – Communication Hub:** Contact the **Department of Communication's Chair**. Reservations are contingent on having at least one Communication faculty member involved.
- **4th Floor – Linguistics Hub:** Contact **Michelle McBride**.

Other ILC Rooms: [Request within 25Live](#) or with your scheduling representative.

Room	Capacity	Type of Room	Room Details
N101	62	Flex	Movable seating/tables and movable A/V instructor podium.
N111	63	Team Based Learning (TBL)	7 round tables, 3 monitors/table, central instructor station.
N151	340	Auditorium	Fixed seating with tablet arms. Entry from 1 st and 2 nd floors.
N155	33	Flex	Movable seating/tables and movable A/V instructor podium.
N211	52	Flex	Movable seating/tables and movable A/V instructor podium.
N255	40	Flex	Movable seating/tables and movable A/V instructor podium.
S110	99	Team Based Learning (TBL)	11 round tables, 3 monitors/table, central instructor station.
S120	99	TBL	11 round tables, 3 monitors/table, central instructor station.
S131	115	Tiered Lecture	Fixed student seating/tables and fixed A/V instructor podium.
S140	102	U-Shaped Tiered	Fixed student seating/tables and fixed A/V instructor podium.

S211	52	Flex	Movable seating/tables and movable A/V instructor podium.
S220	99	Team Based Learning (TBL)	11 round tables, 3 monitors/table, central instructor station.
S231	60	Flex	Movable seating/tables and movable A/V instructor podium.
S240	125	Multi Use	Theater seating with tablet arms, removable A/V instructor podium.
S311	81	Team Based Learning (TBL)	9 round tables, 3 monitors/table, central instruction station.
S331	150	Tiered	Fixed student seating/tables and fixed A/V instructor podium.

Mullins Center

The Mullins Center offers two function rooms available to rent for private events. Both are useful for departmental functions, meetings, and banquets. To request a reservation, contact the [General Manager](#) or fill out the [online form](#).

The **Massachusetts Room** is located on the third floor and offers an aerial view of the arena.

The **Green Room** is located on the ground level. On major event days, the Green Room is used for a variety of purposes, from musical artist dressing rooms to catering rooms.

Old Chapel

There are three rooms available for events in the Old Chapel. To request a reservation, contact [LeaMarie Suarez-Orozco](#), Old Chapel Manager, or fill out the [online form](#).

1st Floor – Multi-purpose Space: Holds up to 80 based on configuration. Open to the public and students from 10:00 am to 4:00 pm. After business hours and special functions in this room require reservations. Public hours are subject to change.

1st Floor – Conference Room: Holds up to 14 and can be configured with modular furniture.

2nd Floor – Great Hall: Holds up to 163, while a plated dinner with a bar can hold up to 100.

Stockbridge Hall – Bowker Auditorium

Holds around 700. To request a reservation, contact [Sarah Aldridge](#)

The Commonwealth Restaurant

Located on the top floor of Worcester Commons. This is open to the public and campus community, with a full-service restaurant and lounge featuring local beer, wine, and farm-fresh ingredients. Visit [here](#) for details.

To request a restaurant reservation, call 413-545-0255. To request a reservation for an event, contact the [Event Sales Office](#). For other inquiries, contact [Valerie Maurer](#), The Commonwealth Restaurant Manager.

Video Conferencing Rooms

There are two video conferencing rooms on campus, as well as an optional portable cart system. To request a reservation, contact the [IT Help Center](#).

Local Off-Campus Event and Meeting Spaces

There are a variety of off-campus event and meeting spaces that are available for reservation. These venues are great for retreats, commemorations, and meetings with off-campus guests.

All the locations listed below are also restaurants with full menus.

Venue	Contact	Location	Distance from UMass
Alina's Ristorante	413-584-8000	Hadley, MA	5.9 mi.
30 Boltwood at the Inn on Boltwood	413-256-8200	Amherst, MA	1.5 mi.
Bistro 63 at the Monkey Bar and Grill	413-259-1600	Amherst, MA	1.3 mi.

Blue Heron	413-665-2102	Sunderland, MA	6.2 mi.
Ginger Garden	413-256-6666	Amherst, MA	2.4 mi.
Goten of Japan	413-665-3628	Sunderland, MA	5.4 mi.
Hangar Pub and Grill	413-230-3034	Amherst, MA	2.1 mi.
Homestead	413-586-0502	Northampton, MA	9.0 mi.
Johnny's Tavern	413-230-3818	Amherst, MA	1.4 mi.
Kaiju	413-461-0405	Amherst, MA	1.5 mi.
Mulino's	413-586-8900	Northampton, MA	9.1 mi.
Osteria Vespa	413-230-3194	Amherst, MA	1.4 mi.
Pasta E Basta	413-256-3550	Amherst, MA	1.4 mi.
Savannas Amherst Bar and Bistro	413-835-0906	Amherst, MA	1.4 mi.

2. Meet with an Event Manager

- Meet with an ISOM Event Manager to kick off planning and to provide additional resources if needed.
- Create budget estimate/plan - [Budget form](#)
- ISOM Event Managers can provide layout options and offer recommendations based on experience within the different spaces. Here are meeting [room styles](#) and an example of a [layout](#) for an event.

3. Vendor Setup

Tent, Table, Chairs & Equipment Rental including Linens & Décor

Most on-campus venues can provide a range of tables, chairs, and other basic furniture needed for an event, which is often free of charge. However, some venues may not have exactly what is needed for a particular event. If that is the case, an outside vendor could potentially be used to provide furniture, tents, and other needs.

Christian Party Rental

Email: info@intents.com

Phone: (888) RENTENT or (603) 882-1234 (Local)

www.intents.com/

Hilltown Tents

Contact: Shirley Lilly

Email: hilltowntents@hotmail.com

Phone: (413) 628-4577

www.hilltowntents.com

Mosaic

Email: info@partymosaic.com

Phone: (413) 562-2800

<https://www.partymosaic.com/>

Local Florists

Little Pond Flower Farm

Contact: Marie Fowler

Email: mcfowler@amherst.edu

Phone: (413) 323-9105

Location: Belchertown, MA

Tropic of Flowers

Contact: Marisa Suarez-Orozco

Email: mari@tropicoflowers.com

Phone: (718) 501-5281

Location: Plainfield/Cummington, MA

Michael's Party Rental

Contact: Nicole Evans

Email: nicole@michaelspartyrentals.com

Phone: (413) 589-7368

www.michaelspartyrentals.com/

Peak Event Service

Email: scarlson@peakeventsolutions.com

Phone: (833) 888-PEAK (7325)

www.peakeventsolutions.com/

TJ's True Value Rental

Email: www.hampshirecountyrentals.com/

Phone: Hadley (413) 584-4184

South Hadley (413) 533-5503

Many Graces

Contact: Kel Komenda / Rebecca Maillet

Email: Hello@manygraces.com or kel@manygraces.com

Phone: (413) 570-4122

Location: Hadley, MA

Forest Flowers

Contact: Marisa Filippone

Email: hello@forest-flowers.com

Phone: (413) 341-3313

Location: Northampton, MA

The Rose Thief Floral Design

Contact: Mary-Alice Jester / Belinda Bennett

Email: flowers@therosethief.net

Phone: (413) 247-6175

Location: Hatfield, MA

Photography**Dandelions**

Contact: Annmary

Email: annmary@dandelionshome.com

Phone: (413) 335-5576

Location: Easthampton, MA

John Solem, UMass Photography

Email: jsolem@umass.edu

Phone: (413) 577-2473

Location: Amherst, MA

www.umass.edu/universityrelations/what-we-do/photography

ISOM Photography - student

Location: Amherst, MA

Marketing request

Alex Shure

Email: alex.shure@gmail.com

Phone: (978) 697-8149

Location: Melrose, MA

Ben Barnhart

Email: ben@bbimages.com

Phone: (413) 625-1006

Location: Amherst, MA

<https://bbimages.com/>

Thom Kendall

Email: thom@kendallphoto.com

Location: Western MA

<https://thomkendall.photoshelter.com/index>

Jon Crispin

Email: mail@joncrispin.com

Phone: (413) 237-4572

Location: Amherst

<https://joncrispin.photoshelter.com/gallery-list>

Video, Livestream, and AV Vendors**Olga Kyle, UMass Video Production**

Email: olga.kyle@umass.edu

Phone: (413) 545-0444

Location: Amherst, MA

www.umass.edu/universityrelations/what-we-do/video-production

Down Right Productions

Contact: Matt Cowen

Email: matt@downrightpro.com

Phone: (413) 240-3023

Location: Florence, MA

<http://downrightpro.com/>

Dan Madsen

Email: Dan@cn1productions.com

Alex Terrill

Email: alexleeterrill@gmail.com

Legacy Sounds

Email: amaxwell@legacysounds.com

www.legacysounds.com/

Sonix Pro Audio LLC

Andrew Zucchini

Email: office@sonixproaudio.com

Phone: (413) 665-8800

www.sonixproaudio.com/

JX2 Productions

Andrew Jensen

Email: info@jx2productions.com

<http://jx2productions.com/>

Klondike Sound LLC

Kyle Homstead

Email: kyle@klondikesound.com

Phone: (413) 772-2900

Amherst Media

<https://amherstmedia.org/form/event-cover-request>

<https://amherstmedia.org/>

Zasco Productions LLC

Contact: Michael Zaskey

Email: info@zasco.com

Phone: (413) 534-6677

Interpreting & American Sign Language - Realtime Captioning and Post-Production Captioning Services

Disability Services

Phone: (413)545-0892

Disability@umass.edu

Partners Interpreting

Brenna Rainey, *Client Service Coordinator*

Phone: (508) 699-1477 Ext. 114

www.partnersinterpreting.com

Vitac

Email: production@vitac.com

Phone: (724) 514-4077

<https://vitac.com/>

4. Catering Setup

On-Campus Catering Options

UMass Catering can provide catering services to every building on campus. Off-campus catering options cannot be used in the Campus Center and Student Union. Catering can be requested through the **Event Sales Office**. UMass Catering offers a variety of **menus** for nearly every type of event. Review the menus and policies before making your catering request. UMass Catering will also provide the linens for the tables that you rent from an outside vendor.

***If you have campus catering order any food from an outside vendor, there will be an 18% charge towards catering.**

Ordering for smaller gatherings/meetings - order ahead online. Visit [here](#).

Off-Campus Catering Options

There are a variety of off-campus catering options, although not all options may provide a delivery service. Off-campus catering options cannot be used in the Campus Center and Student Union. Off-campus catering options are listed below.

Catering Option	Contact	Location	Distance from UMass
Antonio's Pizza	413-253-0808	Amherst, MA	1.4 mi.
Athena's Pizza	413-549-9900	Amherst, MA	2.1 mi.
Atkins Farms	413-253-9528	Amherst, MA	5.6 mi.
The Black Sheep Deli	413-253-3445	Amherst, MA	1.5 mi.
Brugger's Bagels	413-253-5713	Amherst, MA	0.9 mi.
Bruno's Pizza	413-256-0222	Amherst, MA	1.5 mi.
Bueno Y Sano	413-253-4000	Amherst, MA	1.4 mi.
La Veracruzana Mexican	413-253-6900	Amherst, MA	1.0 mi.
Panera	413-387-6336	Hadley, MA	4.4 mi.
Sibies Pizza	413-256-6100	Amherst, MA	3.8 mi.
The Works Café	413-835-0561	Amherst, MA	1.4 mi.

If food will be provided at an event, consult Environmental Health and Safety's [Food Event Descriptions and Instructions](#).

5. Facilities

Land Use/Outdoor Event Request—Submitting this request to the Physical Plant, which oversees the use of land for outdoor events, will ensure that the space is reserved for your event and that key departments are aware of your event support needs. Such support includes but is not limited to cleaning, mowing, and ensuring that electricity needs are met. While you should submit your request no later than 10 days before the event, it is always best to submit it as soon as you have a set date and location.

Dig-Safe Request—If you decide to rent a tent, you will need to submit a dig-safe request as part of your Land Use/Outdoor Event Request. Dig-safe protection is required to avoid damage to underground utilities. Be sure to submit this request no later than 10 days before the event.

Indoor Support/Custodial services - To have a visually presentable area, you should have the learning commons cleaned before, during, and after your event. This may require the need for custodial services. They can ensure during your event, the trash/recycling, and the restrooms are maintained. In addition, many times after an event, the space is not in the same shape as before the event. This would require cleaning after the event as well.

Door Access Request – If your event is held during hours outside of when the building is unlocked, such as during the weekend, you will need to put a door access request in for the time of your event. Send an email to dooraccess@admin.umass.edu and send an email to Jacob Clark to alert him.

6. TSS

Send in a ticket to alert TSS of the space being used, any AV/technology needs, and if there will be a need for TSS support during your event as soon as you start the planning of your event. If your event is during off hours or over the weekend, TSS would like to be aware in case there is a need for support if something occurs or if there is a need for someone to be onsite.

- Submit a ticket at tss@isenberg.umass.edu.
- In the ticket discuss the event in as much detail as possible and what you will require from them in terms of AV. This should include a need for a podium, use of the large wall monitors or the smaller monitors, microphones, and any other AV/technology needs.
- If you would like to present from the monitors or display anything, reach out to marketing and communications as there are requirements/formatting for these monitors.

7. Marketing

Complete the Marcom department **support forms** for assistance promoting your event on social media, the website and the digital signage in the building, email requests, registration pages, invitations, news stories on larger events, branding, and the use of the wall monitors in the Learning Commons.

Event Resources

Event Resources (lodging, transportation, department contact, campus resources)

Isenberg Event Email

events@isenberg.umass.edu

Shannon Petrin manages any emails that come in/out of this email address. In addition, calendar invites to any leadership can be added to this email calendar.

Isenberg Event Items Available

- ❖ Isenberg step n repeat
- ❖ Isenberg banner (pull-up)
- ❖ Isenberg podium banner
- ❖ Isenberg tablecloths
- ❖ Isenberg table runner
- ❖ Black tablecloths
- ❖ Name badges/badge printer
- ❖ Credit Card machine for event transactions/on-site registration
- ❖ Uplighting rentals
- ❖ Stanchions

These items are housed in the Dean's office and are available for use. Put a request to the event manager or **Shannon**

Lodging Options

Between Hotel UMass and local off-campus hotels, there are many lodging options available for reservation. Lodging options are listed below. Be sure to ask for the UMass rate if you are reserving for a guest.

Lodging Option	Contact	Location	Distance from UMass
Hotel UMass	877-822-2110	Amherst, MA	0.0 mi.
Inn on Boltwood	413-256-8200	Amherst, MA	1.2 mi.
Courtyard by Marriott Hadley Amherst	413-256-5454	Hadley, MA	3.6 mi.
Homewood Suites by Hilton Hadley Amherst	413-387-0583	Hadley, MA	3.7 mi.
Holiday Inn Express and Suites Amherst-Hadley	888-465-4329	Hadley, MA	3.8 mi.
Hampton Inn Hadley-Amherst Area	413-586-8619	Hadley, MA	7.9 mi.
The Hotel Northampton	800-547-3529	Northampton, MA	9.1 mi.
Fairfield Inn and Suites by Marriott Springfield Northampton/Amherst	413-587-9800	Northampton, MA	10.7 mi.
Amherst Inn/Allen House Inn	413-253-5000	Amherst, MA	1.3 mi.
The Black Walnut Inn	413-549-5649	Amherst, MA	2.1 mi.
The Old Mill Inn	413-247-3301	Hatfield, MA	12.4 mi.

Transportation Options

If needed, there are many available transportation options. Listed below are air and road transportation options.

Air Transportation	Location	Distance from UMass
Bradley International Airport (BDL)	Windsor Locks, CT	48 mi.
Logan International Airport (BOS)	Boston, MA	96 mi.
LaGuardia Airport (LGA)	New York, NY	163 mi.
JFK International Airport (JFK)	New York, NY	168 MI.

[Pioneer Valley Transit Authority \(PVTa\)](#) busses and shuttles cover a large area, providing transportation to towns and cities between Amherst and Springfield.

The [UMass Meet and Greet Service](#) provides transportation to and from the UMass Amherst campus. Destinations include Bradley International, Logan International, JFK International, LaGuardia International Airport, the UMass President's Office, the Springfield Amtrak station, and any hotels in the surrounding UMass area.

[Valley Transporter](#) provides transportation to and from Bradley International, Logan International, JFK International, and LaGuardia International Airport.

[Uber](#) and [Lyft](#) provide on-demand transportation through a downloadable phone app. Rates vary based on vehicle, location, and time of day.

Road Transportation	Contact
Affordable Airport Car Services	800-739-7293
AirportLIMO	877-278-5466
Arrivability Car Service	413-250-9353
Bluebird Transportation	413-221-4512

Golf Carts

UMass Amherst **Transportation Services** provides rental golf carts, which can be useful for transporting people and/or event materials throughout campus. There are four and six-seat carts available, with daily rates of \$75 and \$100, respectively. Discounts may apply for extended rental periods. The golf cart training agreement and safety forms can be found under Transportation Services' **Guides and Forms** page. For rental inquiries, contact **Jonathan King** (413-545- 6591), Parking Services Manager.

Isenberg Event/Departmental Contacts

Refer to the list below for any relevant questions you may have on planning events.

Staff	Department	Email
Shannon Petrin	ISOM/Deans Office	spetrin@isenberg.umass.edu
Ilenia Politi	ISOM/Deans Office	ipoliti@umass.edu
Jena Perron	HTM	jigel@isenberg.umass.edu
Lea Herrick	Graduate Programs	lherrick@isenberg.umass.edu
Amy McLain	Berthiaume	amclain@isenberg.umass.edu
Noelle Menard	Chase Career	nmenard@isenberg.umass.edu
Jennifer Green	Accounting	jgreen@isenberg.umass.edu
Liz Colleran	McCormack Sport	lcolleran@isenberg.umass.edu

Off-Campus Resources

Looking for local venues, specialty vendors, or hotels?

Looking for a recommendation for special guests, alumni, or parents?

Want information for first-time visitors to the area?

Connect with the local partner organizations:

Amherst Area Chamber of Commerce

www.amherstarea.com/

(413) 253-0700

Amherst Business Improvement District

www.amherstdowntown.com/

(413) 345-2945

Hampshire County Regional Tourism Bureau

www.visithampshirecounty.com/

Visitors to Campus/Guest Speakers

To ensure we provide our guests/visitors with the best experience at Isenberg, it is extremely important to know when they are on campus. This will allow us to provide your guests with a gift if appropriate, it will alert our leadership and/or development team of key stakeholders on campus, help promote the event if needed, and keep our alumni database up to date.

As each department prepares course schedules and activities for the semester, please let us know of any guest speakers are planned.

1. You will have a wrapped gift ready for your guest.
2. If your visitor is an alumna(us) and/or high-level executive, Ilenia Politi will work with Development to make sure we are aware of the visit and that a meeting is scheduled if necessary.
3. Communicate all guest speakers/visitors to the Marketing & Communications team to ensure there is coverage for speakers we would like to feature on our website or other promotional materials.
4. Please note that if you want to advertise a speaker or event on the LCD screens around the building, you will still need to work with **marketing directly**.

Gifts/Swag: The Isenberg School of Management Dean's and Development office maintains an inventory of Isenberg branded "swag" that can be provided as gifts for presenters, panelists, speakers, and/or judges. There are internal guidelines for gift levels related to the level of the participant's contribution and what they have potentially received previously.

Please complete the **Isenberg Visitor/Guest Speaker form as soon as you are aware your visitor/guests plan to be on campus.**

Parking Request—For the convenience of your guests, selecting the closest parking lot to the event is best. Generally, our visitors/guests are given a parking pass for Lot 34. Visitor parking passes can be done by individual department admin as the passes are charged to the department. They can put a request through <https://hub.parking.umass.edu/tpp>.

If you need to arrange VIP parking, handicap-accessible parking, or reserve a shuttle, contact Parking Services at (413) 577-7275 or parking@umass.edu and UMass Transit at (413) 545-0056 or transit@umass.edu.