

WAKEWashington Community Events

Requesting Space

- Determine dates and back-up dates for your event; will this be during business hours or after? Classes are held (typically) Monday and Wednesday evenings. Large events or gatherings will need to be scheduled outside of those nights, but check first in case there has been a change. Smaller meetings and workshops are fine on class nights.
- Estimate the number of guests expected
- Formal event or casual?
- Contact Jennifer Richwine (richwijn@wfu.edu) to see if your dates are available at the Center and/or conflict with any other events in D.C. for WAKEWashington

Planning Your Event (If at Wake Washington Center)

- Schedule a walk-through with Jennifer (or Jenna Radford) to determine best space(s) for your event and test A/V setup
- Arrange catering – see list of catering options at the end of this document for ideas depending on type of event and budget. Contact Jennifer Richwine (richwijn@wfu.edu) to make deposits or pay directly for payments so that you don't have to pay/get reimbursed.
- Find volunteers to staff the event; we recommend the following:
 - 1-2 volunteers for setup & greeting/letting guests in at front door of building
 - 1 volunteer to let people up the elevator
 - 1-2 volunteers for registration/check-in
 - 1-2 volunteers for cleanup and re-setting room (can be same people as above)
- Determine amenities needed including:
 - Loading dock for catering/deliveries (contact Jennifer if access needed)
 - Registration table (Center can provide table); location – in lobby or in Center?
 - Any food/beverage needed if not catered

Event and Registration Page Creation:

Please send the following details to Jennifer Richwine (richwijn@wfu.edu) as soon as you have them, **but no later than 3 weeks out from event:**

- Event date
- Event start and end times
- Event location (including full address)
- Venue capacity (if applicable)
- Audience (i.e. invite everyone in area? Just a certain age group or demographic?)
- Two or three sentence blurb about the event (will there be food/alcohol provided? Cash bar?)
- Is there a cost the University needs to cover up front?
- What will we need to charge guests? (Jennifer can help with this)
- What is a realistic attendance number? (this helps inform the communications strategy)

Communications Strategy:

You will work with Jennifer Richwine (richwijn@wfu.edu) to iron out the email and social media communication schedule.

The email strategy will vary depending on what other events we have around the same timeframe, the cost structure of your event, the audience we are targeting, etc. Wake Forest is mindful about the number of emails we send to our “all call” events list, and D.C. is one of our most active event

programming cities. In many instances, we will send joint reminder emails for events that are close together, but each event will have its own initial registration email. You will work with Jennifer to pick a date at least three weeks out from your event date to send the initial email. Based on registration numbers, a reminder email may be sent a week before your event to encourage attendance.

Week Before Event (if at Wake Washington Center):

- Let Jennifer know what time you will arrive to set up
- Let Jennifer know the time any catering/equipment will be delivered and picked up

48 Hours Before Event (if at Wake Washington Center):

- Confirm final guest list, including volunteers, first and last name, to Jennifer for building security
- Confirm need for loading dock access for deliveries and pick up

Day Before Event:

- Jennifer will be in touch with you about the number of registrants through the registration process. The day before an event, we ask event lead volunteers to send boilerplate reminder email to all registrants with updated/pertinent information, including how to cancel registration

Event Day:

- Registration – Wake Forest tracks attendance for alumni engagement numbers, as well as for our Loyal DEAC program. Before your event, we will need to have someone committed to work the registration/door/check-in to make attendees feel welcome and to register their attendance. This can be you, or another volunteer you recruit. Volunteers are not required to pay the registration fee. Jennifer can provide an up-to-date check in list with all registered attendees.
- At Wake Washington Center:
 - Arrive early to set up space according to needs
 - Retrieve badge from Jennifer or Jenna for building entry, if event is after hours
 - Set up registration table in lobby or Center
 - Have someone in lobby to let guests into the building and one to let them up the elevators (after hours)
 - Turn on HVAC units in multipurpose room if needed
 - Turn on A/V equipment if needed
- Post Event (At Wake Washington Center):
 - Assist Jennifer or Jenna with cleaning up all spills, trash, etc. from around the event space
 - Assist Jennifer or Jenna in resetting all rooms back to original
 - Bring registration table back from the lobby to the suite
 - Return badges
 - Turn of HVAC units
 - Turn off A/V equipment
 - Determine if any leftover food or drinks can be saved in kitchen or needs to be disposed of in trash cans provided

Within Three Days of Event:

- Email Jennifer (richwiji@wfu.edu) your complete check-in sheet.

- Depending on the type of event, the University may send a survey to all attendees asking for feedback, which will be shared with the WAKEWashington Executive Committee
- Even without a formal survey, it's always a nice touch to email attendees thanking them for coming and providing links to our website, social media, etc.

Recommended Catering

Below are some recommended catering vendors used by the Center and by other affiliates in the area. The Center is equipped with a small kitchen with a standard-sized refrigerator, but there are no heating appliances available (stove, oven, hotplate, etc.). Caterers may use the kitchen for staging, and there is also an open supply room on the other end of the suite that they may use for staging as well.

Breakfast, Casual Lunches, and Small Receptions (listed most casual to least casual)

[Potbelly](#)

202.349.1610

Potbelly's catering boxes are recommended for casual lunches for small groups. You may select a variety of sandwiches, chips, and cookies. Delivery available.

[Panera To-Go](#)

202.618.1890

Panera has a variety of options for breakfast, lunch, and dinner, from bagels and coffee in the morning to sandwiches, salads, and soups for lunch and dinner. This pick-up/delivery only location is one block from the Center, so you may order and pick up if you like. Delivery available.

[Corner Bakery Café](#)

202.776.9052

Corner Bakery is recommended for smaller events. They cater breakfast and lunch, and tend to have a variety of budget-friendly options available for both. Delivery available.

[Au Bon Pain](#)

202.289.7809

Au Bon Pain offers pastries, bagels, fruit, and yogurt for a casual breakfast. Lunch options include a variety of sandwiches, salads, soups, and desserts. For afternoon meetings, they may provide party platters of fruit, cheese, and finger sandwiches. Delivery available.

[Whole Foods Market](#)

202.332.4300, ext. 211

Kenneth.brown2@wholefoods.com

Whole Foods offers casual selections for breakfast, lunch, and appetizers at affordable prices for smaller events. This includes continental breakfast options, sandwiches or wraps and salads for lunch, desserts, and hot or cold appetizers. Delivery available.

[Cosí](#)

202.639.8999

Cosí is another inexpensive, fast-casual option for breakfast and lunch. They offer everything from baskets of bagels to salad buffets and assorted sandwich baskets. Delivery available.

[Roti](#)

202.499.2091

Roti offers casual Mediterranean fare for lunch and small dinners. You may select from an assortment of sandwiches, salads, and other entrée items to create a buffet, or you may opt for lunchboxes instead. Delivery available.

[District Taco](#)

202.888.9898

This is a local taco chain that can provide breakfast, lunch, and dinner. You can order a fiesta bar where your guests may assemble their own tacos, or you can order the BYOT where you indicate the kinds of tacos and toppings, and the restaurant assembles them individually. Delivery available for a fee for orders of \$200 or more. Mention Wake Forest and receive a friends and family discount (5%).

[Cava Grill](#)

202.370.6636; scott@cavamezze.com; jon@cavamezze.com

Cava is like a Mediterranean version of Chipotle. You can create a buffet of build-your-own bowls, and they can accommodate various dietary restrictions. A partner at another university recommends reaching out to the catering staff with your budget and dietary restrictions, and they can put the menu together for you.

[Moby Dick House of Kabob](#)

202.833.9788

Moby Dick House of Kabob offers Mediterranean catering options for casual lunches and dinners. You can select from a variety of pre-built catering trays from kabobs to sandwiches to salads. Delivery available for a fee.

[Surfside](#)

202.660.2165

Surfside is a small local place, well known for its tacos. You can order a taco bar for breakfast, lunch, or dinner events, and you can add on salads, vegetable platters, appetizers, and desserts. Delivery available for a fee.

[Creative Catering DC](#)

202.803.7943

Maria Iturralde, maria@creativecateringdc.com

Creative Catering has provided catering for events hosted by other external partners. They can provide breakfast, lunch, or appetizers for small-medium sized events. This is a good option for an all-day meeting where both breakfast and lunch are provided.

[CNF Catering](#)

202.293.0515

CNF Catering is the catering arm of the local restaurant The Well Dressed Burrito. They can provide lunch or appetizers for events of many different sizes. We have mostly used them for drop-off catering and drop-off catering with a bar and bartender. For more casual events, such as a happy hour, they are very reasonably priced.

Larger Receptions and More Formal Occasions

[Well Dunn Catering](#)

202.543.7878

Rachel Capellari, rcapellari@welldunn.com

Well Dunn has provided excellent service for events hosted in the Center. They can provide china and glassware service, and they are well equipped with mobile cooking elements that can be staged in our kitchen and supply room. They are wonderful to work with for any occasion, and they are great about staying in touch throughout the planning process.

[Susan Gage Caterers](#)

301.839.6900

Susan Gage Caterers does a phenomenal job with catering for more formal events. They provide china and glassware service, and their presentation is always classy and elegant. They have a variety of menu options that can accommodate a number of dietary needs.