EVENT
MANAGEMENT

University Events
DEFINITION OF EVENT

Event (noun): a planned occasion or activity (such as a social gathering)

Traditional University Events

• Commencement
• Ground Breakings, Building Dedications, and Ribbon Cuttings
• Distinguished Visitors and Educational Seminars
• Formal Announcements and Anniversaries
• Protocol Celebrations
• Fundraising Events and Silent Auctions
• Networking and Social Receptions
• Governmental and Public Programming Events
• Rhode Island Board of Education Meetings
Strategic Planning

Goals of Event

• What do you want to accomplish?
• Define the purpose of your event
• Type of event: Engagement, Cultivation, Recognition, or Educational
• Create a timeline with your action items

Event Planning Considerations

• Guests - Estimated number, target attendees, and presenters
• Preferred Date – check calendars of President and VIPs, review URI calendar, religious holidays, sporting events (local, regional, and national), predicted weather
• Format - Speaking Program, Networking Event, Formal Meal, Social Engagement, Educational Seminar
• Venue – easily accessible for all attendees, desirable location
Event Budget

Financial Resources

• Confirm department(s) paying for event
• Create a budget that is realistic and includes a reserve in case something is more expensive than expected
• Partnerships with organizations, administrative offices, and outside sources
• Trades
• Donations and sponsorship

Expense Examples

• Catering, Gifts, Postage, A/V Company, Venue Fees, Travel, Facilities and Operations, Electrical Supply, Florist, Decorations, Room Rental, Speaker Fees, Security Services, Traffic Control, Publications/Printing, Photography/Videography
Event Planning Team

Suggested Planning Committee Members:
University Events
Communications
Publications
Facilities
Properties
Safety and Risk Management

Event Planning Responsibilities:
Event Goals and Mission
Create Timeline
Site Details
Speaking Program
Event Schematics
LOGISTICS

- Facilities and Property – tables, chairs, electricity, staging, podiums, plants, maintenance, trash/recycling containers
- Catering – food and beverages, bar services, linens, dietary restrictions
- Signage – parking and event signs, restroom locations
- Audio Visual Requirements – sound system, background music, recording of event, and live casting
- Photographers and videographers
- Risk and Safety, Dig Safe, fire codes, security, police detail, traffic, and parking
- Vendors, service providers, and exhibitors
- Travel Accommodations – VIPs, URI RIPTA bus, flights, valet, hotel room blocks and shuttles
- Gifts, plaques, flowers, and favors
- Decorations – floral arrangements, banners, electronic graphics, and balloons
- Entertainment – student musicians, guest speakers, Rhody the Ram
Venue Design

Tables
Chairs
Registration table
Food and beverage stations/bar/buffet
Flowers/ferns
Banners
Signs
Podium
Speaker system
Live entertainment/musicians
Trash/recycling containers
INVITATION LIST

Targeted Attendees

President
Senior Administration
Donors
Legislators and Elected Officials
Community Members
Alumni
College Advisory Committees
Students
Council of Deans
Chambers of Commerce
Specific graduation classes or affiliations
MARKETING AND COMMUNICATIONS

Press Releases
Media Contacts
Agendas and Biographies
Speaking Points
University Website
University Calendar
PUBLICATIONS

Printed and Electronic Publications

Event website
E-blasts
Posters and banners
Invitations and save-the-dates
Programs

Next Week @ URI (bi-weekly electronic mailing)
Quadangles (electronic and hard copy)
TIMELINE - DAY OF EVENT

- Event timeline contains minute by minute breakdown of the event
  - Planning team reviews event timeline days prior to event for clarification
- Clearly assign tasks to be completed by individuals at specific times including greeters for guests, invited dignitaries, and speakers
- Review venue setup including chairs, tables, podium, scripts, food, signage, sound system, valet, parking, reserved seating
- Introduce yourself to all staff, volunteers, and vendors participating at the event and identify yourself as the lead coordinator and provide updated instructions
- Check A/V and lighting
- Arrange printed material, nametags, registration table
- Communicate with vendors and confirm they are following timeline
- Carry contact cell numbers on you at all times for emergencies
- Place script for event on podium immediately before event with water available for speakers
- Confirm venue is clean and stocked with supplies in restroom
- Assure safety for attendees due to hazardous weather conditions
POST EVENT

• Meaningful and personalized communication with attendees
• Send thank you notes to vendors, supporters, sponsors, volunteers, and anyone who assisted with the event
• Code attendees in database for tracking
• Photos released to press and posted on website
• Debriefing meeting with planning team and committee members
• Survey attendees and encourage feedback
• Review final expenses, process payments and balance budget
EVENT METRICS

Record Effective Event Metrics

Number of attendees and engaged participants
Survey attendees and gather feedback
Funds generated
Volunteers secured
Student participation
Analyze final expenses and budget
Mission Statement

University Events plans and executes premier presidential and distinguished, university-wide protocol events that best promote the University’s mission and initiatives. Our team of creative, strategic, and dedicated event coordinators is available to provide varying levels of service to the campus community from producing entire events to consultation advice.

University Event Services
- Event Planning
- Event Management
- Event Consultation