

EVENT MANAGEMENT

University Events



DEFINITION OF EVENT

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

event. (2015). In *Merriam-Webster online*. Retrieved from <http://www.merriam-webster.com/dictionary/event>

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

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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

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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

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SCHEMATICS

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

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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

EVENT PLANNING ASSISTANCE

OFFICE OF UNIVERSITY EVENTS

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