University of
South Australia

Event Management Toolkit

November 2017

Contents

The Communications and Marketing Unit are responsible for managing a range of corporate, research and student recruitment events throughout the year including Open Day, campus open days, public lectures, media conferences and formal VC dinners.

To guide corporate event activity a Corporate Event Steering Group has been established. This group has developed a set of criteria and definition of what a corporate event is.

A **corporate event** is defined as an event that is:

1. **Whole of University**
   - Crosses Division and Unit lines
   - Projects the University brand as opposed to any one specific area
   - Involves UniSA senior management and external VIPs, frequently by invitation

2. **Has significant PR/Reputational risks (and benefits)**
   - More than likely is externally facing (an exception would be some senior staff farewells and senior staff awards)
   - Has a public element that might result in comment across external audiences.

3. **Requires dedicated professional event management coordination and direction**
   - Requires a bespoke and strategic approach to guest lists and staging- likely to be a non-repeated/routine event
   - Generally requires a multifaceted and multi-unit approach to promotion, publicity, staging and organisation
   - Requires a mix of suppliers and contractors and coordination of arrangements
   - Has a higher requirement for political and public-context judgment and involvement of senior staff in its administration
   - Requires a resource and project management commitment that may stretch over 'weeks and months' as opposed to 'days'
   - Generally involves a direct budget 'cost' to more than one area.

Complexity is a key overarching criterion.

This group also forms a corporate events calendar in the beginning of each year, setting priorities for the Corporate Events team.

Phase 1: Concept

Events are a major marketing and communications tool for the University and those who attend UniSA events should leave with an understanding of the University's vision to be Australia's University of Enterprise.

Events are an opportunity to showcase and raise awareness of UniSA's facilities, teaching, research and staff achievements. Events are also a fantastic way to engage with UniSA stakeholders in a meaningful and memorable way, strengthening our relationships with our partners.

There are many ways to approach an event. It's important to start the event management process by answering the following questions:
   - What is your overall objective? (i.e. to gain publicity, connect with key audiences, build relationships etc)

- Could the objective/s be achieved better through an activity other than an event (in other words why is an event required?)
- How does the event support your School/Division/Unit objectives and priorities?
- Does the event contribute to a Crossing the Horizon action set? (and, if so, which one/s?)
- What budget is available (this may determine whether it's possible to run an event at all, or of the quality required).
- What are the key audiences and what do we want them to do as a result of the event (or other initiative)?

1. **Alternatives to running an event:**

Depending on the objectives of running an event there are several alternative approaches, such as:
- Social Media post (Facebook and Twitter): submit your post via the Social media request form
- Staff & Student Announcements
- Alumni Update: please email Jane Russell to discuss the opportunity to include content in the Alumni Update.
- Media Release: please submit the Writing and Distribution of News Releases form.
- Letter: consider the impact of a personalised letter, on UniSA letterhead.
- Intimate dinner: A number of suitable restaurants have private dining facilities including:
   o Chianti Classico (32 people max)
   o Rigoni's Bistro (36 people max)
   o COS Restaurant (20 people max)
   o Georges on Waymouth (40 people max)
   o Jasmin Indian Restaurant (35 people max)
   o Lenzerheide (50 people max)
- Casual morning tea on campus: please book rooms on campus via the online room booking request form. Information about potential caterers can be found in section 3.5.
- Webinar
- Integrate into existing events, activities and website:
   o Visit the University's web author guide for more information
   o A list of University planned events is available via the online Events Calendar.
- Advertising: For more information on the University's advertising process please visit the Communications and Marketing Unit Advertising webpage.

2. **Reasons not to run an event:**

- There has to be a good reason for people to attend an event. People are busy and are selective about what they attend.
- The same guests often get invited to too many events, leading to invite overload.
- If an event is poorly run or irrelevant, it could negatively impact the University's reputation (as well as your area's reputation)
- Events are highly resource intensive and costly
- With a recent increase in Fringe Benefits Tax, events that engage staff will cost even more
- Duplication of events can confuse stakeholders
- Too many events leads to event fatigue, resulting in limited attendance and returns
- No follow up can result in no sustained action or benefit.

Phase 2: Planning
3. **Event brief:**

To ensure that you understand the event's objectives, stakeholder expectations, resource requirements and event structure, fill in the event request template with the stakeholder requesting the event.

Get the event request approved by all appropriate stakeholders to ensure all expectations are clear. Then fill in the event brief template, which summarises the event details.

4. Date setting:

When setting a date for the event consider:
- Venue availability
- Availability of key speakers
- External factors/key dates – e.g. public holidays, parliamentary sittings, other events the University is running, and time of year (towards the end of the year, people's diaries can get full).

5. Event team formation:

Based on the event brief, consider who you need in the event team to make your event a success. Consider:
- FMU
- School/Division staff
- Document services
- ISTS
- CMK
- External suppliers.

Arrange a team meeting and discuss how the event should be run and each individual team members' role.

6. Event planning:

Develop a detailed action plan for the event, including roles, responsibilities and timelines. Template available online. An example of a completed event action plan is also available online.

7. Develop an event budget:

Key considerations when forming a budget include:
- Advertising /invitations
- Event guest gifts/promotional items
- Distributing invitations
- Catering
- Event signage – e.g. banners, directional signage
- Theming
- Videography
- Photography
- Thank you gifts
- Speaker fees
- Entertainment.

A budget template is available online. We advise you to get your budget approved early, so you can book all items in without seeking approval at each step.

For an indication of how much different events cost please contact the Division event marketing staff or Corporate Events team. Contact details are available in the 'Contacts' section of this document.
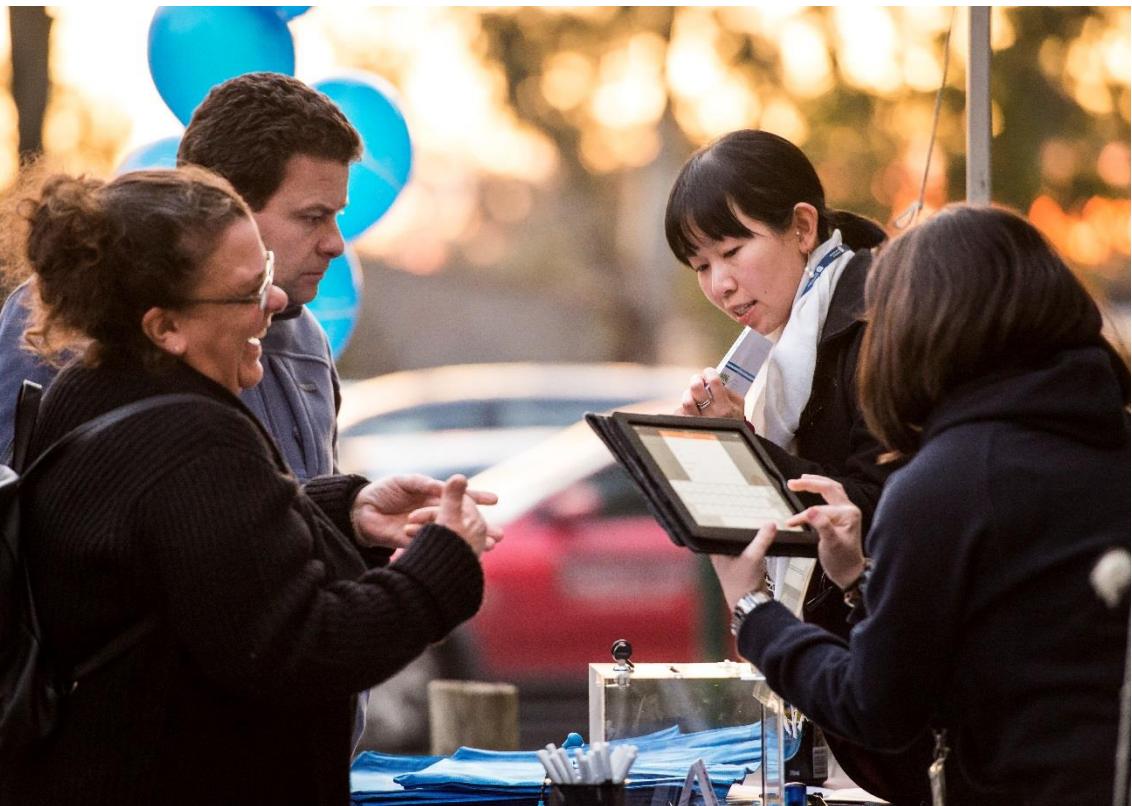
Phase 3: Implementation

Prior to the event:

8. **Book a room:**

To book a room on campus, fill in the online room booking form. For a list of rooms available, visit the Find a room page.

You can also contact FM Assist if you have any questions. Once your room has been booked, you will be asked to fill in the FM153 Staff Function Approval Form.

For more information visit the Functions and Facility Hire page.

If you are running an event on Fenn Place or George Street at City West campus please contact FM Assist as council approval from the Adelaide City Council is required.

9. **Promotion/invitation:**

Attempt to get invitations out six weeks prior to the event. If this isn't possible, send out a "save the date" and follow this up with a formal invitation. If people receive event invitations late, they are likely to assume that either the event hosts are disorganised or that they are not an important guest.

If your event is open to the public, consider developing an event page on the corporate web and listing it in the UniSA News and Events page. Please work with the corporate web author in your team. Instructions for developing a page available via:
http://www.cmstrain.unisa.edu.au/wag/Authoring-using-the-CMS/Events/

Event invitation templates are available via the Branding and Style Guide & Visual Communications Guide webpage.

If you would like to send an email invitation, please follow the instructions available online.

Collecting RSVPs:
You can ask invitees to RSVP to an individual or ask them to RSVP online via a corporate web form. Please work with the corporate web author in your team. Instructions for developing a page available via: http://www.cmstrain.unisa.edu.au/wag/Authoring-using-the-CMS/Events/

Pricing an event:
For a variety of reasons you may choose to set a registration fee for guests to attend your event. Pricing for an event should be carefully considered and should measure:
- Expenses and overheads – are these minimal expenses that can be covered by the school/division/unit or a grant?
- Guest speakers and related expenses – am I paying for a keynote address? What costs are associated with this (flights, accommodation)?
- Target audience – will my audience be willing to pay a fee? What are their expectations? A fee may act as a deterrent.
- Tiered pricing – can discounts be offered for alumni/industry partners? Should an early-bird price be factored in?
- Event objectives – it is essential that the fee reflect and link to your event objectives. If your event is to raise awareness or is a community initiative pricing may not be appropriate. If this is a conference and you need to break even on costs or make a profit, a registration fee may need to be set. Consider the brand, is it worthwhile charging a minimal fee (e.g. $12) for the event if it could be detrimental to the brand?

Conference registration:
Academic and industry conferences/workshops are generally paid events. Simple and complex pricing structures may be applied here and might include things like early-bird fee; discounts for alumni, partners or repeat attendees; group rate; add-ons like tours, formal dinner, workshops, accommodation, etc.

The University has a preferred supplier for managing conference registrations, Conference Online. Visit https://www-p.unisa.edu.au/fin/FSS/conferences/ConferenceOnline.asp for further information.

Currently the University is covering the merchant fees for conference registrations made via MasterCard and Visa, as well as the registration processing fee. Additional payment options and the associated processing fees are to be covered by your school/division/unit or passed along to the registrant.

Online ticketing:
There are a variety of online ticketing suppliers on the internet, Eventbrite is a commonly used supplier across the University for both free and paid events. Eventbrite is free to use for fee-free events or a small fee (per registration) is charged for paid events.

Eventbrite have also released an event organiser mobile app – NEON – that allows you to track real time registrations, accept ticket sales at the door and allows you to check in attendees at your event. The app is for use at free or paid events, and is free to download.

Some helpful Eventbrite links:
- How it works - https://www.eventbrite.com.au/how-it-works/
- Support and FAQs - https://www.eventbrite.com/support?lg=en_US
- Fee structure - https://www.eventbrite.com/support/articles/en_US/Troubleshooting/how-much-does-it-cost-for-organizers-to-use-eventbrite?lg=en_US
- Download NEON - https://www.eventbrite.com.au/l/neon/

10. High-profile events:

A high-profile event/launch may involve a Federal or State politician as a speaker, or an organisation or group of which UniSA is a major partner.

The following points need to be considered:
- The Vice Chancellor needs to be alerted to the plans for the event as soon as possible and the date of the event should, in part, be based on his or her availability.
- Other relevant senior managers also need to have prior warning and have the date booked into their diaries before other invitations go out.
- Invitations to speak issued to a Federal politician or the Premier should come from the Vice Chancellor's office, with dates negotiated by the VC's Executive Assistant.
- Any invitations to speak issued to a State politician (other than the Premier) should come from the relevant senior manager's office with dates negotiated by their PA, but should be discussed with the VC's office first (see section 2 above).
- If the Vice Chancellor's name is to appear on the general invitation issued to guests, the VC's office needs to approve it before it is printed and goes out.
- If a Federal politician or the Premier is speaking at a high-profile event/launch, the Vice Chancellor will generally wish to speak and will also want to oversee the program, particularly the proposed speech topics and timing.

The relevant contacts in the Vice Chancellor's office are the Executive Assistant (for VC diary dates and issuing invitations for speakers) and the Corporate Communications Manager (for running order advice and speech topics - will also draft the VC speech and act as a liaison between organisers and the VC).

11. Event content (e.g. speeches and music)

Consider your event objective and target audience when developing the event content. Content could include:

- MC
- Key note speeches
- Live music
- Comedians
- Videos

- Awards
- Book signing.

If you would like to invite a member of the Senior Management Group to speak at your event, contact their Executive Officer. For the Vice Chancellor please contact the Corporate Communications Manager.

Most Federal and State Government Ministers have a briefing pro forma for you to fill out that includes information relating to their speech.

For all other speakers, please provide an outline of what you wish them to say to ensure that each speaker says something different.

12. Protocols for communicating with Government and VIPs

For protocols on approaching Ministers please visit the Chancellery Protocols page.

13. Speaker or VIP guest travel:

Liaise with the University's travel team if the University is responsible for arranging speaker or VIP travel. In addition, consider booking Hughes car for airport and hotel pick up.

14. Consider event set up/layout and theming:

Is your event indoors or outdoors? Does the space have audio visual equipment (AV) or do you need to hire it? Do you need a marquee? What feeling do you want guests to have when attending the event? What look and feel do you want the event to have? Do you need to hire furniture?

If you are using a space on campus, utilise room plans to mock up how you want your event to look. Building floor plans available via: http://w3.unisa.edu.au/facilities/capital/buildingrecords/buildingrecords.asp

An example of an event floor plan is available online.

For theming, consider how you want the room to look and the feeling you want attendees to have. The following items are available for hire from the Communications and Marketing Unit. For more information visit the Materials for Loan page.
- Pull up banners
- Research banners
- Media banners
- Outdoor flags
- Outdoor pennant flags
- Lectern
- Brochure racks
- Bollards.

If you would like UniSA branded table cloths, these can be purchased via your team's Staples NetXpress account. For more information visit the corporate merchandise and gifts page.

Below is a list of commonly used suppliers for marquees, theming, lighting and furniture:
- Laavish Flower Studio (flowers)
- Centennial florist (flowers)
- Atmosphere Events (furniture, lighting)

- [Budget Party Hire](#) (furniture, lighting, marquees, heating/cooling)
- [Festival Hire](#) (furniture, flooring, lighting, marquees, heating/cooling)
- [Apollo lighting](#) (lighting)
- [Visualcomm](#) (signage and printing)
- [Novatech](#) (AV and lighting)
- [Kennards Hire Adelaide](#) (generator hire)
- [Staging Connections](#) (AV, lighting, stage, centrepieces)
- [Renniks](#) (furniture, marquee, exhibition displays, fencing, flooring, AV)
- [SA Staging](#) (stage, dancefloor and drape hire)
- [Big Screen Video](#) (outdoor and indoor screen hire)

15. Event set up:

The Facilities Management Unit has a number of items available for UniSA events held on campus. This includes trestle tables, a-frames, chairs and lectern.

You can also seek support from the Smith Brothers, the University's porterage group, to transport selected items and set up furniture for campus events. For more information about how to submit a request visit the [Maintenance and Porterage page](#).

To submit a request for furniture, item transportation and set up support please enter a [Porter Services Request Form](#). Please submit all requests at least three to four weeks prior to the event. Please note that porterage support is only available for:
- Campus events within business hours (7am – 7pm)
- Transport of non-fragile items (i.e. requires a specialist vehicle – e.g. a truck)
- Transport of items between UniSA metro campuses.

For more information please contact [FM Assist.](#)

16. AV:

AV facilities are available in selected rooms on each campus. The [Find a room](#) page will provide clarity on what AV is available in which room.

For AV support contact the [ISTS help desk](#) prior to your event.

If you are planning to have music as part of your event, you may be subject to copyright restrictions. Contact the [UniSA Copyright Coordinator](#) to discuss your requirements or to find out if your event will be covered under the University's APRA licence. Further information about music licencing at events can be found at the [APRA AMCOS website](#).

17. Catering:

Consider what type of catering you would like. Below is a list of potential suppliers. If you are having alcohol, make sure the caterer gets a liquor licence.

- Casual lunches, sweets, tea & coffee:
  - [Phat Catering](#)
  - [Cut Lunch](#)
  - [Platters Plus Catering](#)
  - [Eire Cafe](#)

- Formal catering:
  - o [Are You Being Served](#)
  - o [Rory's Catering](#)
  - o [Kirsty Mann Catering](#) (catering only – not alcohol or service)
  - o [Adelaide Oval](#) (catering service available at other venues).
  - o [Taylor and Holmes Catering](#)
  - o [Indulgence Food Design](#)

If you provide your own alcohol for an event you are required to get a limited liquor licence. More information is available via http://www.cbs.sa.gov.au/licensing-and-registration/liquor/limited-licence/

18. Internet access for event guests:

Event guests can use the Guest Wireless Network Service to access the internet on campus.

The service empowers you and your guests the flexibility to quickly create a temporary wireless account to use on the 'unisa-guest' network. For more information, please click [here](#).

19. Photographer and videographer:

Consider whether you would like to book in a photographer or videographer.

Photographer list:
- [Photojo Photography](#)
- [Jacie Davis Photography](#)
- [Juan Van Staden Photography](#)
- [Alice Healy Photography](#)
- [Catherine Leo](#)
- [Macmahon Images (Ben MacMahon)](#)

Videographer list:
- [Dreamcoat Media](#) (Scott Parslow)
- [Floodlight Media](#) (Cameron Roberts)
- Andrew Shanks – 0410557456
- [Daylight Breaks](#)

20. Contractor Induction

Should you engage any external provider (caterer, marquee supplier, audio visual hirer, photographer, etc) please ensure they sign a supplier agreement prior to engaging in work and liaise with the Finance Unit on supplier agreement requirements. In addition please ensure contractors complete the [online contractor's induction form](#). This is required for all suppliers engaged on campus to assist with your event. Suppliers are only required to complete the induction once every 12 months. On completion they will be provided with a photo ID contractor card. Inductions must be completed prior to commencing work on campus and they are required to sign in to the relevant FM Assist office on arrival and sign out on completion of work.

21. Recognition of Indigenous landowners:

It may be appropriate to have a representative of the Indigenous landowners - in Adelaide, this is the Kaurna people - to open your event. Having a representative of the local Indigenous people welcome your audience onto their land provides a respectful recognition that the venue and, more broadly,

our community is built on the land of the relevant Indigenous people. Visit the University's Indigenous Engagement webpage for more information.

A formal 'Kaurna Welcome' may not always be appropriate for the size and scale of the event. In many cases a 'Kaurna Acknowledgement' from your MC or Host will often suffice. Wording similar to that below can be used in MC or Host speeches when conducting a Kaurna Acknowledgement:

"It is my pleasure to welcome you all to the University of South Australia's **(insert event name)***. In so doing, I acknowledge that this event is taking place on* **(Kaurna)** *Land and on behalf of all here today, pay our respects to the traditional owners of the land."*

22. Develop a run sheet:

Develop a run sheet for all those helping run the event, including speakers, AV suppliers and caterers. Template is available online.

23. Staff briefing:

Brief all staff involved in the event. This includes:
- MC speaking notes
- Develop speaking dot points (e.g. for the VC)
- Developing a run sheet
- Confirming timings, food selection and dietary requirements with the caterer
- Confirm AV requirements with ISTS or a hired AV company
- Room access times with FM Assist
- Security re: the event and any VIP attendees
- Parking for VIP attendees – e.g. Premier
- Seek extra cleaning from FM Assist if required.

24. Volunteers:

Consider who you need to help on the day and prepare a roster. Tasks could include:
- Greeting guests
- Set up
- Roaming microphone for questions
- Name tag and registration
- Speaker support/liaison.

25. Material and stationery preparation:

Prepare all materials required for the event, for example:
- Directional signage
- Event programs
- Promotional items/gifts
- Menus
- Name tags
- Seating chart and cards (if seated event)
- Reserved seats if front row is required for VIP guests
- Media splitter if media attendance is planned
- Signage and banners (if outdoor event, consider rope to ensure banners don't fall off)
- Holding PPT slides/holding video
- Table cloths

- Speaker gifts - a range of branded merchandise is available via Staples and UniSA staff get 10% off Haigh's orders for business purposes. Both make great speaker gifts. For more information visit the corporate merchandise and gifts page.
- PPT presentation files for testing prior to the event
- Stationery.

Multiple templates are available to use including:
- Blue name tag template
- White name tag template
- Menu template.

26. Feedback:

Consider whether you want formal feedback from the event. You can disseminate feedback forms at the event or you can send out an online feedback from after the event. SurveyMonkey (a paid membership may be required) is a good online feedback tool.

Feedback form examples include:
- Open Day feedback form
- Career Advisor Information Session feedback.

Day of the event:

27. Final attendance list:

- Print a final attendance list
- Make any final changes to name tags and seating plans if required (have spare blank name tags with you just in case).

28. Set up:

- Use your run sheet to guide set up
- Arrive at the venue to set up early – give yourself enough time
- Check all technical equipment, i.e.: all presentations, videos, microphones etc. are in working order and ready to go
- Stow items not in use (i.e.: additional boxes of brochures or banner covers) so that they are both easily accessible should they be required during the event but concealed enough so that they do not cause a safety hazard
- Consider WH&S when setting up (e.g.: do not block walkways, fire exits, disabled access points, tape down all electrical cords which could pose trip hazards)
- Ensure venue is clean and tidy.

Phase 4: Review:

29. Event team thank you:

Send a thank you to those that helped at the event.

30. Feedback review:

If you sought feedback, review and analyse results. Discuss with the event team and determine key learnings.

31. Event Review Report:

Fill in the Event Review Report template and circulate to key stakeholders for input and review.

32. Finalise budget:

Ensure all invoices are paid and finalise the exact event budget.

Event tips:

- Paper or crockery for tea and coffee? Consider your audience and whether spending a little more on crockery would be beneficial
- Plastic or real platters

- AV – do you need someone from ISTS there for the entire event just in case?
- PPT presentation clicker to support speakers – they are available to purchase via Staples
- Remember water for speakers at the lectern
- If you have a lectern, put the laptop on a side table so speakers have room for their notes
- If you are having an outdoor event, make sure to pack rope so that you can tie down a banner if the wind is strong
- If food is self-service and there is a large guest list (over 50), please consider having two food and drink stations to avoid long line ups
- IMPORTANT: Have a contingency plan in case a speaker does not show, or a venue becomes too small, etc. The Organising Committee should make the decision to use this plan if and when needed
- IT logins – do you require additional logins for the day of your event? If so, ensure to submit the relevant form to ISTS
- Always keep a backup of all presentations on USB just in case
- Visit the site you are using prior to the event to ensure you are comfortable with the layout
- Are people travelling from interstate for the event? Consider whether you need a room for suitcases
- Consider whether a coat room or rack is required
- Ensure the room and bathrooms are clean prior to every event
- If you are running an event on campus are the posters near the event venue appropriate? Student clubs put a lot of posters up so please look at them to make sure they aren't offensive
- Will there be waiting time between guests arriving and the lecture starting? Consider having some UniSA videos or images on the screens to ensure guests are engaged as soon as they are seated
- A corporate gift can enhance the experience for some event guests – there are a range of corporate gifts available for areas to purchase via Staples NetXpress. For more information visit the Corporate merchandise and gifts page.

Questions:

If you are from a Business Unit please contact the below:

Senior Corporate Events Officer (on leave February – June 2016):
Ian Forster
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If you are from a Division please contact the appropriate person below:

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