

UNIVERSITY EVENTS PROTOCOL (excluding Installations and Graduations)

The University of New England conducts events on an almost daily basis. Events are an opportunity to promote and enhance the University's achievements and assist the University in reaching its teaching, research, enrolment and community objectives. The manner in which these events are conducted reflect the University's overall brand and reputation.

The following **protocol** outlines the procedures for planning a UNE official or major event (see definition at the end of this section).

- Invitations to **VIPs** (see definition) to attend any University event must be issued by the Chancellor or Vice-Chancellor. This also applies if the Chancellor or Vice-Chancellor is expected to have an official role or to host the event.
- If the event is being **hosted by the Chancellor or Vice-Chancellor**, the invitation format and wording, and the proposed guest list, should be submitted to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs who will ensure the appropriate stakeholder and brand approvals are obtained.
- An **event synopsis** (see definition) should be forwarded by the project owner to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs prior to promoting the event and issuing invitations.
- Consider and review **security** issues in consultation with Safety and Security.
- An **event brief** (see brief) confirming final arrangements and the order of proceedings should be provided to host (and other key stakeholders where relevant) prior to the event.

Definitions – UNE Official, Major and Public Events

UNE Official events include but are not limited to:

- UNE Council events – those events conducted as a result of a Council resolution, for example the renaming of a building;
- Inaugural and Memorial Lectures;
- Official visits by parliamentarians;
- Scholarships Presentations;
- Such events are hosted by either the Chancellor or the Vice-Chancellor. However the Chancellor presides over all University Council events
- Graduation is also a UNE Official event. However protocols are addressed in separate **Graduation Protocols**.

Major events are functions that may:

- Involve VIPs (see also VIP categories);
- Attract significant media / public interest or generate controversy eg announcement of The Hobbit discovery; or
- Pose a security risk including the attraction of potentially large audiences.
- These events are hosted by either the Chancellor or the Vice-Chancellor.

Public events are functions that may include:

- Conferences;
- Public lectures;
- Book launches;
- Seminars; and
- Other events involving members of the public.
- These may be organised either by the University, the UNE Conference Company, the residential colleges, students, student bodies or by the faculties or schools.

VIP categories:

- Government (members of parliament);
- Royalty, vice-regal representatives and international dignitaries;
- Ambassadors, High Commissioners, Diplomats and relevant senior public servants;
- Chairpersons / chief executive officer of major companies and organisations;
- High profile and notable academics (Nobel prize winners, presidents, chancellors, vice-chancellors or equivalents of other universities);
- Directors of major research centres;
- Religious Leaders / Heads of Churches;
- High profile alumni;
- High profile donors; and
- High profile private individuals.

ANY event taking place at the University may reasonably be of interest to the senior officers of the University. The organiser of any event on the University campus that may involve members of the public should inform the Marketing and Public Affairs Directorate so that the event can be promoted on the University Events Calendar to the rest of the University and the wider community where appropriate.

Definitions – Event Synopsis and Briefing

The event **synopsis** should include the following details:

- Event (nature and purpose);
- Proposed date;
- Time;
- Duration;
- Venue;
- Proposed mode of conduct of the function;
- Proposed guest list

- Anticipated attendance figures;
- Publicity requirements;
- Project owner and contact information; and any
- Special arrangements.

The **event briefing** is issued to the event host and key stakeholders prior to the event and should confirm final event arrangements including:

- Event overview (including nature and purpose);
- Date, time and venue;
- Order of proceedings;
- Attendees;
- Apologies;
- Recognitions and Speaking points, where relevant; and
- Any special arrangements.

Determining who presides over UNE Official and Major Events

- PRIOR to any public announcement or issuing of invitations the **project owner** is to provide an event synopsis (see definition above) to the Public Relations Events and Project Events Coordinator, Marketing and Public Affairs;
- The Public Relations Events and Project Coordinator, Marketing and Public Affairs will review, ensure complete and submit event synopsis to the Vice-Chancellor's office. The Vice-Chancellor's Office will liaise with the Chancellor and Council Secretariat to review, and confirm who will host the event, the availability of senior officers to participate as well as provide input into the nature of the function, invitation lists, and mode and conduct of the occasion, where relevant.

Events involving the Chancellor or Vice –Chancellor

Once the host of the event has been confirmed, the project owner is to provide:

- An **event briefing** to the host (and any key stakeholders) prior to the event (see definition above). The host must have had prior opportunity to determine the nature of the function, invitation lists and mode and conduct of the occasion;
- Must be appropriately acknowledged as host of the event;
- Invitations must be issued in the name of the host (either the Chancellor or Vice-Chancellor) and their form and content cleared in advance through the Vice-Chancellor's Office;
- Ensure sufficient time (three to four weeks prior to distribution) is allowed for **invitation letters** (where appropriate) to be sent to his or her office, signed and returned for mailing.

If the occasion is not an official University event and the Chancellor or Vice-Chancellor attends as a **guest** rather than host (for example, if he / she were to give an after dinner speech at a school dinner), the Vice-Chancellor should still be provided with an event briefing.

There will be occasions when both the Chancellor and Vice-Chancellor will be present. Arrangements in such cases should be cleared through the Vice-Chancellor's Office. Vice Chancellor's office will liaise with the Chancellor and Secretariat.

University Events Protocols as set out for the Chancellor and Vice-Chancellor apply equally to their **delegate/s** (Deputy Chancellor, Deputy Vice-Chancellor or other nominated representative) for any occasion at which he/she officiates, or is present as a delegate.

Conferences and other Public Events in the University (not involving the Chancellor, Vice-Chancellor or VIPs)

The University switchboard and the administration commonly receive enquiries about conferences and other events. It is important that all events taking place at UNE are included in the UNE Events Calendar so enquiries from the general public can be properly directed. An **event notification** should be submitted to the event coordinator, Marketing and Public Affairs via email on events calendar@une.edu.au. The following information should be provided:

- Event overview (brief);
- Date and time;
- Venue;
- A general indication of the size and nature of attendees;
- Project owner and contact information.
- Publicity requirements, if any;

For further information regarding University Events Protocols

Contact:

Public Relations Events and Projects Coordinator

Public Relations and Corporate Communications Unit, Marketing and Public Affairs

Tel: 61 2 6773 2960

Email: eventprotocols@une.edu.au

INVITATIONS

Only the Chancellor and Vice-Chancellor have the authority to invite guests to official university functions or major events. The invitation format and wording, along with the final guest list, should be submitted to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs who will ensure the appropriate stakeholder and brand approvals are obtained and then forwarded to the Vice-Chancellor's office for approval prior to printing and distribution.

Distinguished Visitors

Any invitation to any VIP, including distinguished international visitors to participate in a University function must be sent from the Office of either the Chancellor or the Vice-Chancellor, as relevant.

UNE Council

Once invitations have been produced, they should be issued to members of the University Council through the Secretariat. The requisite number of invitations should be provided to the Secretary to the Council no later than two to three weeks prior to ensure that they can be forwarded to Council members well before the event is scheduled to occur.

Public Event

For an event on campus which is not a University function as such (for example a national conference of a professional association) the invitation would normally be issued by the appropriate **office bearer of the group** concerned. However, it is important on these occasions that the Public Relations Events and Projects Coordinator is informed of the invitation, as the University may wish to take the opportunity to entertain the visitor or to involve him / her in a more general way during the visit.