

Project Stakeholders

Who else has a vested interest in the project?

Name	Reason

Project Objective

What specific results do you want to achieve through this even or project?

Project Deliverables

How will you know that the project has been completed?

Project Budget

Project Scope

What is to be included & excluded?

Project Constraints

Definite obstacles that will impede the progress of the project.

Constraint	Strategy

Project Risks

Factors the project might be exposed to that will impact on progress.

Risk	Strategy

**Worksheet for Determining Skills
Required for Project Tasks**

Project

Date

Completed by

TASK	SKILLS REQUIRED	POSSIBILITIES

Order of Events Prompt Sheet

Time	Item	Who	Supporting resources
	<p>Arrival</p> <ul style="list-style-type: none"> • How will guests know where the event is located? • Is parking needed/available? • How will guests be feeling? How can they be made to feel comfortable? • Will guests be greeted? By whom? • Name tags? Where will they be collected? • Will people expect/like something to eat or drink? • Is seating needed? • How are guests kept separate from any set-up (if needed)? • Will people know where the toilets are etc? • Will there be a waiting period – something needed to hold people’s attention? • Atmosphere needed? (music? Decoration etc.) • Programs to be handed out? 		<ul style="list-style-type: none"> • Catering? • Nametags? • Seating? • Programs? • Media kits? • VIP parking? • Media parking?
	<p>Welcome</p> <ul style="list-style-type: none"> • How will guests be called to attention to listen to welcome? • Who will welcome guests and what will they say? • How long will the welcome be? • Where will it take place? • Where will speaker’s notes be placed? • What “housekeeping” information should be given to guests at this point, and by whom? • Are there sponsors, hosts who should be acknowledged at this point? 		<ul style="list-style-type: none"> • Briefing notes? • Sponsor signage? • Lectern?

	<p>Main section</p> <ul style="list-style-type: none"> • Who are the key people to be represented? • What key information/message do you want to get across to the group? • What will the guests be interested to hear? • How will the speakers know what their key messages are and key content to be included in the speech? • Do the speakers know how long they will be speaking and what their purpose is on the agenda? • How long will people need to stand/sit? • How will you hold the interest of guests? • How will you manage key speakers talking overtime? • Is there content which is of little interest to audience and only being included for internal political reasons? How can this be minimised? 		<ul style="list-style-type: none"> • Speaker briefing sheets? • Speaker briefing sessions? • Timekeeper? • Music/entertainment? • Microphones? • Sound system? • Video equipment? • Projector and screen?
	<p>Close</p> <ul style="list-style-type: none"> • How will guests know when the event has finished? • What impression do you want to leave with guests, and how will you achieve this? • What arrangements do you have for guests that linger? • What material (if any) do you want guests to take away? • Who will farewell guests? • How will you know whether your event achieved its objectives for the people you invited? • Who's going to pack-up and when? • Is additional catering available on short notice if needed? 		<ul style="list-style-type: none"> • Brochures/takeaway material? • Evaluation forms? • Gimmick/gift/momento?

General Events Checklist

Basics

- Date confirmed? _____
- Organiser(s) _____
- Contact person _____
- Contact Phone number _____
- Time (s) to contact people _____

Venue

- Inspect and confirm layout and furniture to be in/out _____
- Book venue (pay deposits as needed etc) _____
- Access (wheelchairs, prams etc) _____
- Confirm venue _____
- Clear signage of toilets etc _____

Target audience/Guest list

- Who do you want to attend this event? _____
- Who are the key “clients” or target audiences that are most important to your department? How can they be reached through this event? _____
- Invitation list _____
- Preferred numbers _____
- VIPs — list separately _____
- Apologies list required? _____

Guest travel and accommodation

- Accommodation to be organised for guests? _____
- Travel to be organised by guests? _____
- Preferred/recommended hotel rates _____
- Pick-up required? _____
- Drop off required? _____
- Itinerary required? _____
- Direction maps needed to be sent to guests? _____

Promotion

- Targeted contact: what is the best and most direct way to reach the group(s) you are targeting? (industry association mailing lists etc) _____
- Personal contact: schedule time to telephone your priority invitees _____
- General promotion: (see publicity) _____

Invitation:

- Type of invitation (formal/creative/3D/e-mail/general notice) _____
- RSVP date _____
- Voicemail and regular checking of RSVP phone/fax _____
- Confirmation of attendance (fax/phone?) _____
- Approval deadline _____
- Who approved, when _____

Publicity

- Can this event be used to promote the University or the work of your Faculty?

- What photographs can be given to media for promotion? Are they interesting and relevant to the event? _____
- Have you notified the publicity department? _____
- Who will approve the press release, provide background information or quotes for press releases etc? _____
- Is material available in a form that can be easily used by the press (ie. news story format — not a flier)? (See template which can be provided to UNE M&PA to prepare a press release) _____
- Photographer booked _____

Formalities

- Order of proceedings approved by key stakeholder(s)? _____
- Procession required (confirm with VC)? _____ yes/no
- Procession invite issued with deadline? _____
- Procession list prepared (adjustable on evening)? _____
- Apologies list provided to MC (if relevant)? _____

Budget

- Factor in all items from checklist _____
- What is it costing not to do something? (quality presentation, leaving appropriate impression etc) _____
- Additional resources needed on tight timeframe? (eg. temporary staff, mail-house etc)

Scheduling

- What other events are happening on campus at the same time?

- Post event onto cross-campus events database (see your events committee member who will enter it via une.edu.au/news) _____

Guest comfort

- Hosts to greet _____
- Order of proceedings required to hand-out _____ yes/no
- Layout, proof, approve and print order of proceedings _____
- Toilet facilities (clearly labelled?) _____
- Seating _____
- Time of day of function: meal or refreshments expected/required? _____
- Sick-bay requirements: needed _____ yes/no

Catering

- Caterer _____ Contact name _____ Phone number _____
- Catering funding approved _____ yes/no _____ by whom _____
- Date catering booked (in writing) _____
- Preferred caterers of host? _____
- Type of menu _____
- Cost per head _____
- Waiters: _____ yes/no How many? _____ Cost? _____
- Tea/coffee _____
- Cool drinks _____
- Special requirements (dietary/religious) _____
- Final numbers _____
- Date final numbers required by caterer _____
- Tablecloths _____

Bar

- White wine yes/no _____ Preferred style _____
- Red wine yes/no _____ Preferred style _____
- Champagne yes/no _____ Preferred style _____
- Beer Light/super _____
- Other beverages _____
- Orange juice/mineral water/other? _____

Music

- Musicians booked (date of booking) _____
- Contact details _____

Room set-up

- Lectern yes/no
- Crest or velvet cloth for lectern yes/no
- Tables yes/no Quantity _____
- Chairs yes/no Quantity _____
- Plants yes/no Quantity: _____ Booking details: _____
- Flowers yes/no Quantity: _____ Booking details: _____
- Floorplan drawn-up _____

Speakers

- Invited/Booked _____
- Confirmed _____
- Background research required? _____

Relationship building

- Method of recording contact details _____
- Thank you's/follow-up contact made _____
- Contacts passed to areas of university who can use for follow-up? _____

Evaluation

- Survey/questionnaire/feedback mechanism organised _____
- Wash-up feedback sought and/or meeting booked _____
- Wash-up report prepared _____

Presentation

- Quality, appropriate signage _____
- Correct use of logo (clear with M&PA) _____
- Quality presentation of handout materials _____

UNE's Interests

- Are there other parts of the organisation who have a vested interest in this audience?
How might they be willing to support? _____
- Correct use of signage and imagery? _____
- Campus tours _____

Equipment

- Lapel microphone yes/no
- Overhead projector yes/no
- Data projector yes/no
- Slide projector/tray yes/no
- Screens yes/no Specifications _____
- Whiteboard/marker yes/no
- Tablecloths yes/no
- Water/glass yes/no
- Ribbon yes/no
- Scissors yes/no
- VCR yes/no
- Television yes/no
- Technician booked _____
- Technician confirmed _____
- Equipment booked _____
- Equipment confirmed _____

Lighting

- Special requirements? _____

Parking

- Guest vouchers issued for special guests? _____
- Guests advised of parking location and costs? _____
- Media parking arrangements? _____

Security

- Provide security with list of dignitaries _____
- Inform security of any boom gate requirements _____
- Inform security of any after hours access/arrangements _____

How Long Will it Take — Rough Guide

Printing

- Brief designer: 2 days
- Design: 4 days
- Design changes: 4 days
- Printing: 5 – 10 days

Invitations

- Mail 6 — 2 weeks prior (depending on the formality of the event, and how busy/important the key invitees are)
- Allow 3 weeks for design and printing process (see above)

Publicity

- Book at least three weeks prior (news release writing, approval, distribution, pick-up in time for media deadlines)

Photography

- Book at least 10 days prior

Catering

- At least one week prior (minimum 2 days)

VIP Guests/speakers

- VIPs require booking 3, 16 or 12 months in advance (unless your date is extremely flexible)
- Speakers should be briefed at least one week prior

Promotional Options

To maximise attendance at an event, utilise a mix of the following:

Direct Options

(personalise to the name wherever possible)

Think: how will it stand out from the clutter?

1. Industry group mailing list (eg. members of mining industry body; science teachers list provided by district superintendent; white pages/yellow pages listings from the Internet)
2. Fax
3. Mail merged letter
4. Fax/letter from another organisation with influence over this group (eg. Head of Chamber of Commerce — “I recommend this as an essential event for all local businesses”)
5. Networking — ask every person within a target group to invite three other people or to organise a group

Follow-up

1. Phone call (within 7 working days of receiving invitation)
2. Fax/letter of support from influential organisation

Reinforcement/Repetition or for Very General Audience

1. Press release aimed at paper/magazines read by target groups
2. Radio interviews
3. Magazine/newspaper/radio/tv advertising
4. Posters/flyers
5. Personal networks: ask people to round up groups of attendees (eg. college heads round up students; Science teacher to round up group of fellow teachers etc)

Promotion Plan

Draw up a promotional plan for the scenario given to your group. Use the table provided to display your plan.

Event: _____

Target audience(s): _____

Key message: (what's in it for them?)

TIMING	METHOD	BY WHOM	TIME/COST IMPLICATIONS
Direct contact:			
Follow-up/ personal:			
Repetition/ reinforcement			
Confirmation			

UNE Public Relations: News Gathering Template

Here's a quick and easy template that will give us basic information we need to help you with your publicity requirements.

- Advanced notice helps to ensure maximum possible results (advise publicity a minimum of 10 days in advance).
- Providing correct and complete details means your story can be turned around very quickly.
- The story will be returned to you and/or the person quoted for sign-off to check all facts, spelling of names, dates etc.
- All stories are checked to see if they have major potential (TV, radio, national press etc), and may also be used in Smith's monthly.
- All releases are posted on the Internet.
- For speed, please limit the information provided to a maximum of 600 words (no more than 2 pages)

We look forward to working with you!

UNE Public Relations Team (publicity@metz.une.edu.au or x2103)

Contact details of person to be quoted in this story:

Name: _____

Email _____

Phone: _____

1. What is the news? _____

2. What are the key dates and times of any relevant events? _____

3. Who will this news be of most interest to and why? _____

4. Summary of why this story is important _____

5. What facts, figures and metaphors might be used to illustrate the importance of this story and make it more easily understood by people with little technical background (eg. “This problem is the equivalent of emptying Sydney Harbour of half its water”)

6. Who is the spokesperson, and a brief background on their expertise/relevance to the topic. _____

7. When will the spokesperson be available (or unavailable) for media interviews?

8. What are their contact details? (email, phone etc) _____

9. Details of any other organisations/stakeholders who may need to approve this story (eg. sponsors, co-contributors to research etc) — please provide contact details if applicable _____

10. Are you aware of anyone else currently planning to publicise this story? Details:

Details of special-interest industries/publications likely to be interested in this story?

11. Suggestions of photo opportunity _____

Resources — Examples of Evaluation Forms

Attached are examples of some evaluation forms used:

- Open Day (UNE) — short, time-pressured, incentive needed to get people to complete
- Tourism NSW seminar feedback