UNE Corporate Events Manual 2014

UNE Events Manual: *A guide to planning and organising events at the University of New England*

Before you start

All events associated with the University of New England showcase the University and have an important role in building and maintaining its community profile and reputation.

The purpose of this guide is to provide a level of awareness about the responsibility event planners and coordinators have to other members of the University, past as well as present, and the University itself - its future, in part, is in your hands.

Finally, a great deal of work goes into an event, from conception to evaluation. This guide therefore aims to provide the latest information, tools and resources that will help each event to be both worthwhile and successful.

What this guide provides

This guide is intended to support and assist anyone planning or coordinating an event, large or small, at UNE, in conjunction with University staff, Schools or other units, or in conjunction with an outside organisation or government agency.

It provides

- a step by step guide to the planning process
- general considerations to take into account in the planning of an event, including background information about general University requirements for conducting events
- specific information for organising events
- web links and contacts for support information, useful resources and forms checklists.

While the Guide is intended to cover most aspects of planning and conducting a major event at UNE, the information it contains is intended to apply equally to smaller events.

Assistance and general enquiries

The Corporate Event and Protocol team is responsible for leading UNE's engagement with external stakeholders, including government (at all levels) and with the community. It is also responsible for managing protocols and planning, coordinating and organising corporate events and post- event reporting. While it provides support for official UNE events, one purpose of this guide is to share knowledge and provide help with other events it does not have the resources to support directly. Staffs are, however, happy to help with general enquiries.

Event Synopsis and notification - Submission of an 'Event Synopsis' form is now required for all events organised at the University. This form, and essential information on University protocols, is available from the Corporate Events web page, simply click on Downloads or search for 'Event Synopsis'.

Contents

1. The planning process

This section includes matters you should consider when planning an event. Steps to follow include:

1. **Scoping ---> leading to the Planning Brief.**
2. **A decision is taken to proceed with the event on the basis of the Planning Brief, or modified Planning Brief.** (It is important to ensure that the final Planning Brief does not impose unrealistic expectations, either in terms of time or resources, on those entrusted with the detailed planning and organisation of the event).
3. **A detailed Event Plan can then be created, with consideration for the matters in this section.**

1.1 'SCOPING' THE EVENT

A vital step in planning (and preparing the planning brief) is the process of 'scoping' to clarify the purpose, dimensions and initial feasibility of the event. It helps clarify expectations about what the event will achieve: it is important to remember that events are expensive, are often held for historic rather than tangible reasons, require much organisation and stakeholders' time and use valuable physical and environmental resources.

Scoping is the basis for a Planning Brief, and good scoping (however informal) will provide a solid foundation for the tasks involved in actually organising the event. It involves providing clear, realistic answers to questions such as the following:

- **Why** do we wish to hold this event? What is its purpose? What will it achieve? Does it support UNE's strategic objectives?
- **Who** is it designed to attract? What is a realistic estimate of the attendance?
- Can special guests attend at these times? (And how important is this?)
- Should University official members or executives be invited?
- **When** are the best dates and time? Is the season suitable? Are there clashes with other University or local/regional events or holidays which could complicate arrangements?
- **Where** should it be held (e.g. general location; on-campus, off-campus etc)? Are the facilities generally appropriate and adequate?
- Is there sufficient accommodation? Where?
- Are **transport** links sufficient if a large number of attendees are expected?
- Is local transport needed (e.g. for event activities or transit assistance)?
- What are the **budget** needs? Is external funding expected? Will there be other income?
- Are there any particular issues or **risks** which can be foreseen?

Finally, it is worth considering if an alternative to the proposed event might not be more effective in achieving the stated goals. One way of doing this is by measuring the opportunity cost of holding the event. That doesn't just include the usual outgoings but the time and resources involved, and its possible effect on the environment. Through this process you may discover that there is a more effective way of achieving the same goals, such as advertising or a dedicated public relations campaign. There may even be an alternative format to the proposed event that is more suitable: e.g. a lunch forum rather than a cocktail party.

1.2   PREPARE A PLANNING BRIEF

The Planning Brief is a vital resource not only for the event organiser (s) but all others who might be involved in, and affected by, the event. It can be generated from the 'scoping' exercise, and preparing one, or requesting one from the person or body that has asked that the event be organised, is vital before detailed planning begins. It should show, for example:

– The event owner and person(s) responsible for organising and coordinating the event
– The aims, objectives and expected impact/value of the event
– A brief outline of what the event will consist of, or how it will run
– A simple, preliminary budget, showing available funding, expected revenue and a broad, conservative, estimate of costs
– The estimated size and composition of the audience or attendees
– An preliminary assessment of the promotional and media needs
– Any special considerations (e.g. VIP security, timing, food, external factors)
– Any likely issues or risks

The University has a standard 'Event Synopsis' form, available for download from the Corporate Events and Protocol web page, which covers many of these areas. Event organisers are requested to use this form to provide a standard notification of events; it is also a very useful basis for your planning brief.

1.3   EVENT BRIEFINGS

Once the event has been approved or organisation is under way, it is important to keep stakeholders/event owners up to date. This can be done by e-mail, perhaps using the Planning Brief headings as a checklist, monthly or once or twice during the organisational cycle leading up to the event. Alternatively, it may be productive to hold a meeting to iron out organisational matters as well as report on progress.

1.4   CONTINGENCY PLANNING

The unexpected – whether small or large-scale, political, economic, technical – can threaten dire consequences for events when dates and travel arrangements are fixed and the capacity for changes is limited. Unexpected weather events such as floods or even fog can play havoc with the best-laid plans.
It is essential, therefore, to have contingency plans for certain eventualities, however unlikely. Depending on the kind of event, these could include:

– Transport delays including fuel shortages, strikes (How could you help stranded participants?)
– Food poisoning or contagious illness (requiring knowledge of available medical resources)
– A disaster elsewhere (requiring unexpected communications and/or transport needs)
– Cancellation of venues (even if you do DOUBLE CHECK your bookings)
– Technology glitches
– 'No-show' of key speakers or participants (Who could fill the gap? How could the program be changed to still be productive?)
– Sudden illness or incapacity of key organisers - or even staff with minor responsibilities. (Who could step in? Is there a paperwork/to do lists/contacts someone else could easily pick up?)

1.5   AFTER THE EVENT

Evaluation

Evaluation is an important part of the event management process. Prepare a post-event evaluation report ('wash-up' report) even if it is brief. This can assist with managing future events by avoiding mistakes and building on successes. Be clear about anything that went wrong. It is important to address the budget (and particularly any areas of cost over-run) in your report. Highlight areas where additional funds should be sought for future events as well as areas where funds set aside were not used.

Thanks

After the event, offer formal written thank-you letters or informal calls (or emails) to thank contributors and participants as applicable. This is crucial for relationship building and future activities the event may foster and should happen as soon as possible following the event.

2. Planning elements

2.1 FORMAL PROCEDURES AND PROTOCOLS FOR EVENTS

The University conducts events year-round, often on a daily basis, and they present an opportunity to promote and enhance the University's achievements and assist it in reaching its teaching, research, enrolment and community objectives.

Formal procedures and protocols are therefore necessary in the planning of events, no matter what the size, to ensure these needs are met and so that each participant, whether a keynote speaker, special guest, support staff or organiser, knows their role and how the event can be expected to run. In addition, they enable other units of the university to be aware of the event and support it appropriately. Rather than being a burden, these formal procedures and protocols mean that organisers do not have to spend extra time 'reinventing the wheel'.

A complete guide to University protocols for events is available in the resources section of this guide. It defines, and provides details on, procedures for planning a UNE official or major event, including:

- Events involving, or hosted by, **the Chancellor or Vice-Chancellor**
- **Invitations**, including **distinguished guests** or **VIPs**
- The requirement for an **event synopsis**
- Consideration and review of **security** issues.
- The requirement for an **event brief** confirming final arrangements and order of proceedings, etc

2.2 NOTIFICATION OF EVENTS

Information about all events and activities should be forwarded to Corporate Events and Protocol so that one central point of the University is aware of every activity. It also means your event is promoted on the University Events Calendar.

One important reason is to avoid clashes with other events at the desired time; another is that the University switchboard and administrative units can be provided with sufficient information to answer enquiries. Also, when an event involves a high profile person, group or celebrity, the University has time to prepare for media enquiries. (In such cases, Safety and Security may also be consulted.)

2.3 SECURITY AND VENUE BOOKINGS

Security notification for an event is initiated when a venue is booked through Facilities Management Services (FMS) for either ad-hoc room bookings or public entertainment venues. If an event is booked via a different service, FMS will need to be notified of the event.

Some events may require special security arrangements to be made in advance. These would include, but are not limited to, events at which:

- VIPs will be present
- Large crowds are expected

- Alcohol will be served (see section 2.4)
- Protest or demonstration is possible
- Access control is required
- Traffic control is required
- Special parking arrangements are needed

Special security arrangements or additional security staff will need to be arranged via consultation with FMS at least ten (10) working days prior to the event.

2.4   ALCOHOL
Any person wishing to serve alcohol at an event on campus, other than within the licensed premises of 'The Stro' or the Booloominbah Collection, must first obtain permission from the Campus Services Manager.

2.5   PUBLIC ENTERTAINMENT
Any event to which admission is charged may be subject to regulations governing the provision of public entertainment. Any person wishing to conduct a public entertainment event must first obtain permission from the Campus Services Manager who can be contacted at mnelso22@une.edu.au or phone 02 6773 2066.

2.6   STUDENT AND COLLEGE EVENTS
Student and college events, in particular, require planning in conjunction with Facilities Management Services, and appropriate forms are available on their web page.

2.7   BUDGETING FOR AN EVENT
The event budget is critical to event planning because it determines the choices and options available to planners and organisers. Be clear about the overall budget and any constraints, such as whether resources are available free or in kind, or if particular purchasing or ordering procedures (e.g. quotes) need to be followed.

In assembling a budget, include both definite and possible funding sources. For example, additional sources such as grants or sponsorships from government programs or professional bodies could supplement funds from your own unit or organisation. This will also help you to determine the need for admission or registration fees. Possible cost considerations may include:

- catering required
- cost of venues
- cost of printing materials, papers or proceedings, and invitations
- whether advertising and promotion is necessary
- whether accommodation is required
- whether Fringe Benefit Tax applies
- whether specialist staff or resources, e.g. sign language interpreters, are required

2.8   FUNDRAISING EVENTS

If you or your school/department/institute are considering holding events to raise funds for the University (for scholarship funds or small building projects rather than for charity, for example) ensure you discuss it with the Office of Advancement at the start of the process.

In addition, there are strict Australian Taxation Office (ATO) eligibility requirements regarding the use of dinners, performances, balls, galas, charity auctions and other events in fund raising if tax deductibility for contributions will be sought. Some events will require specific ATO approval in advance.

2.9   LIABILITY FOR FRINGE BENEFITS TAX AND GOODS AND SERVICES TAX

The University is liable to pay Fringe Benefit Tax (FBT) for employees on various expenses including entertainment. The definition of employee for FBT purposes is very broad and includes former, current and potential future staff and their immediate families. Be aware of the additional costs associated with FBT. The Financial Services Directorate can supply further information. Contact Dan Waqa at twaqa@une.edu.au.

2.10   OFFICE OF ADVANCEMENT AND EVENTS INVOLVING ALUMNI

The Office of Advancement must be notified of all events seeking to involve alumni to ensure that there are no planning clashes and that relations with alumni are always well-managed and appropriate. In addition, the Office of Advancement can assist with information and a database of the most recent alumni contact details. Please contact the Alumni Relations Officer in the Office of Advancement for more information.

2.11   SPONSORSHIP OF EVENTS

For some events it may be appropriate to seek external sponsorship, particularly those that require a large budget or which may be mutually beneficial to an external individual or company. Sponsorship of an event or activity can comprise in-kind support, financial support, or a combination of both. However, with sponsorship comes extra responsibility for the event organiser in all stages of the event process, including the planning, organisation, execution and post-event activities. Legal Services can advise on sponsorship agreements.

Management of Sponsorship

 Professional and effective management of the relationship with the sponsor is vital as it will reflect on UNE and may either foster or hinder potential future relationships. Management of any sponsorship includes:

– Administration of arrangements, including how funds raised are to be accounted for and monitoring records.
– Governance considerations, including allocating a person to manage the relationship with the sponsor and ensure all arrangements/contractual agreements are met.
– Ongoing monitoring of the event process to ensure that what was agreed to is delivered and the event's outcome is what was proposed.
– Evaluation. The success/outcome of the event and benefits both to the sponsor and UNE should be measured and reported on and included in your final event report. The evaluation process should include feedback from the sponsor. The sponsor should be given a copy of the report.

– Thank you. The sponsor/s should be formally thanked and acknowledged for their contribution and informed of the outcome of the event. All sponsorships must be approved by the relevant member of the Senior Executive for your area in advance.

2.12 MANAGING RISK AND WORKPLACE HEALTH AND SAFETY

Risk management and assessment forms part of the normal management of UNE units, and normal operations (which often include events) may take into account risks associated with many activities, or at particular venues, which events may utilise.

However, risks associated with events must be evaluated by organisers and ways of eliminating or managing them arranged prior to the event – this includes set-up, the event itself and clean-up. For example, where special effects such as pyrotechnics or chemical demonstrations are part of the event, a risk assessment must be undertaken, appropriate safe operating procedures must be followed and workers must be appropriately qualified. It may be necessary to contact FMS staff to have smoke and heat detectors isolated temporarily. Equally, protective clothing may need to be arranged for those cleaning up after an event. Other set up issues that may also need to be addressed include manual handling issues, electrical equipment tagging and testing,   procedures for working safely at height, fencing and access arrangements for persons with disabilities.

During the event provisions to protect workers and members of the public who might be subject to exposure from the sun may include shade cloth area, protective equipment such as hats and sunglasses and provision of drinking water. Provision of adequate lighting and compliance with noise restrictions may need to be considered for evening events. Adequate facilities also need to be in place including toilets, first aid provisions and security.

Organisers must remember their responsibility to others in staging events, and work health and safety (WHS) considerations and planning applies as much to students, volunteers and visitors as to staff. Contact WHS for more information.

2.13 INSURANCE

While UNE's insurance and workers compensation provides cover for staff and students in most situations where they are carrying out their usual roles, including the organising and staging of events relevant to these roles, there will be times when, for example, the use of contractors and/or specialist materials and equipment may require specific agreements to be in place. Indemnity and insurance issues, including public liability, may need to be considered depending on the type of event and those attending or providing services.

The Insurance section of the Financial Services Directorate can provide advice. It is worth noting that staff members will be covered in most situations, through the University's Workers Compensation and students shall be covered in most situations, through the University's Personal Accident policy.

2.14   WORKING WITH STUDENTS AND VOLUNTEERS

Much of the above applies to working with students and other volunteers. Broadly, those assisting with or taking part in an event associated with the University (especially if held on campus) are covered by UNE policies and insurance (although not workers compensation). Note that if you are travelling off-campus, however, different arrangements may be required.

2.15   LEGAL MATTERS AND CONTRACTS

It is important that your event does not expose the University – or yourself or others personally – to legal risks. While this is not an issue in the usual course of events and when staff or students are operating in their usual roles, be aware of actions taken, or commitments made, outside the University. UNE's legal staff can advise on the need for agreements, appropriate language or contracts. Note, however, that the University does not normally provide specialist legal advice on matters relating to events unless these are designated official events or involves signing agreements such as Memoranda of Understanding.

2.16   SUSTAINABILITY AND THE ENVIRONMENT – PLANNING 'GREEN' MEETINGS AND EVENTS

Event organisers must consider carefully how their event can be managed to minimise the impact on the environment – it is also an opportunity to set an example for others and show-case your own environmentally-friendly solutions. Not only are the potential savings to the environment immense but the impact on the event budget can be significant – and also on that of the University and the community in the long term. Explore opportunities for reducing, reusing and recycling before, during and after the event, and check with FMS about recycling options as there are many areas in which environmental impacts can be reduced

2.17   CULTURAL SENSIBILITY AND INCLUSIVITY

A culturally inclusive event is one where students and staff aim for culturally sensitive behaviour and activities, and where differences are valued and explored. UNE has a commitment to cultural diversity and you should always bear this in mind when planning your event – and that it does not just apply to noticeable differences in people, or visitors known to be from other countries.

Even within relatively homogenous groups, many differences of background, ethnic tradition and language may in fact be present. This is multiplied in the case of overseas participants or where, for example, Indigenous visitors from another part of Australia are present. It helps for organisers always to expect cultural differences and ask themselves where provision may need to be made; for example, it may be normal to ensure a vegetarian option is available when catering or choosing a restaurant but more specific requirements may be determined by a politely-worded question in an invitation or conference pre-registration. More than anything, organisers should expect differences in people and be willing to develop their knowledge and awareness of it so that all visitors can avoid embarrassment and feel comfortable, even in an unfamiliar environment.

3. Organising the event

Keys to successful event management

Successful event organisers (and hence successful events) depend on some key qualities. The importance of cultivating these, or looking for them in others you might ask to assist you, cannot be overstated.

1. **Sense of ownership.** The first is a sense of ownership and a willingness to take responsibility for the success of the event. This personal commitment, which can be an exciting one if approached positively, will help you employ other necessary qualities and keep you focused and motivated, especially when under pressure.

2. **Communication skills.** The second is communication skills. An event organiser becomes the hub of a network of communications that all relate to each other, and any confusion or lack of detail or consistency in instructions can create a ripple of consequences, ranging from the embarrassing to the disastrous. 'People' skills are also integral: others will always provide their best efforts and support if you are appreciative and polite.

3. **A systematic approach and attention to detail.** Closely related is a systematic approach and attention to detail: actual organisational skills. Tools such as timelines and checklists can assist by providing ways to monitor progress, establish and meet deadlines, and manage detail; a contact list, which you will generate as organisation of the event progresses, is vital, and may include contacts for speakers, key organisers or support people and services. Other lists, such as of equipment, can also be essential organisational tools. With the exception of very large scale events (which may require project management expertise) these skills can be easily learned with enthusiasm and commitment to the task. However, no event will proceed smoothly if you take a casual attitude or do not assume full responsibility for every aspect of its organisation – your lack of planning should never be someone else's emergency.

4. **A team player.** If organising in a team, ensure responsibilities are clearly allocated – but be ready to assist colleagues with their tasks if necessary, for example by answering calls in their absence or hosting visitors. Take the initiative (appropriately) if, for example, some important matter is overlooked by someone else. The success of any event depends on mutual support.

5. **Avoid being indispensable!** A qualification to the above: avoid being indispensable or over 'controlling'. As well as adding extra pressure, you risk becoming a lynchpin for the event's failure as much as its success. Ensure you know who could step into your shoes in an emergency, brief others regularly on your progress (and problems) and keep your arrangements well organised (and backed up, particularly if you work from a laptop computer) e.g. in a series of folders on your desk or an accessible filing cabinet should the unthinkable happen. Finally, don't just keep things in your head – put them on paper or on file!

Visit our resources page for templates, forms and checklists to help you manage your event.

3.1   SCHEDULING

Suitable dates, seasons and times, as well as key venues, transport and accommodation availability, for your event should be canvassed in the planning stage.

Setting them is the foundation on which everything else depends, so book or set these at the earliest possible opportunity; this may mean booking even before the event has been given the final go-head. Ensure you receive confirmation in writing of your bookings, and, especially for accommodation or catering, provide an update of expected numbers as early (or frequently) as possible – as your event depends on these basic matters, make sure your communications are clear and timely.

Consider the optimum day of the week, time of day or time of the year to hold your event to ensure maximum reach to your target audience. Also consider other events being held at the University and in Armidale, as well as religious or cultural holidays that may affect your event. Also consider if your event is likely to have an impact on the UNE community; if it is taking place during session, could it have an impact on staff and students – e.g. with parking, accessibility, disruptions and noise? If so, you should consider what measures could help ameliorate these. Also consider:

– the availability of senior University staff or VIPs if appropriate (eg. Chancellor, Vice-Chancellor, Deputy Vice- Chancellors etc.)
– whether preferred speakers and venues are available
– the budgetary implications of the scheduling of the event (e.g. staff overtime, out-of-hours building hire costs, building supervision)
– that you have allowed for the fact that most speakers run overtime
– whether there are other events that coincide with yours or cover similar subject matter on the week before or after your own event

3.2   SELECTING A VENUE

University venues are available in Armidale at the main northern campus and also at the C B Newling Building or Old Teacher's College (OTC) or at the Parramatta Future Campus. These venues can be booked through Facilities Management Services. Factors that are relevant when considering a venue include:

– type and extent of the seating capacity
– the presentation and multimedia/audio-visual facilities available and any support required
– whether catering or food is required
– whether other venues are required for pre- or post-event functions
– whether the event requires audio (or audio-visual) links to nearby/alternate venues (to cater for overflow and un-ticketed events)
– availability and proximity of parking
– whether the venue provide suitable access for aged and/or disabled people

When requesting a venue booking, remember to allow sufficient time before and after your event to allow for set-up and pack-down of any special equipment required for the event.

3.3   GROUNDS USE

Most external spaces on- campus are available for University events provided a booking form is submitted and University procedures are followed. Note that alcohol cannot be provided without a permit. If you are using an external space develop a contingency plan for inclement weather. Information regarding grounds use can be obtained from FMS.

3.4   TECHNICAL SUPPORT AT VENUES

You may contact Audio Visual Services for technical support with microphones, data projectors or video conferencing.

3.5   ACCESSIBILITY

When organising an event or venue, attention should be given to ensuring that the venue, including nearby parking and toilets, are accessible to participants with a disability. Information on the accessibility of the University, particularly shared learning spaces and common meeting rooms, can be obtained from FMS. Other considerations include, for example, checking whether an audio loop is present to assist people with hearing impairments. It is useful to include a statement in promotional materials that requests individuals to identify any specific requirements in advance. Further advice may be obtained from the Disability Unit.

3.6   TRANSPORT AND ACCOMMODATION FOR VISITORS AND ATTENDEES

When planning events which require transport and accommodation of attendees (see separate section for invited speakers or special guests), ensure you have first considered scheduling and timing to ensure likely availability of the services you need depending on the season, time of year in the academic calendar, holidays, competition from other events and so on. The Armidale Visitors' Centre can provide not only information, accommodation suggestions, online bookings and handouts but also a wealth of information for organisers. For on-campus accommodation, check with the UNE residential system. UNE's preferred travel agent for those travelling on University business is New England Travel.

3.7   CATERING

The University has on-campus dining facilities and catering options managed by UNE Life, including the Booloominbah Collection. Residential Colleges provide dining hall facilities as well as accommodation.

Depending on your venue choice you may select your own in-house caterer or request an external provider (some venues require specific caterers to be used). You should notify caterers of any guests' special dietary requirements (e.g. vegan, vegetarian, Kosher, halal) and confirm approval of the menu and wine list by the host, along with your best estimate of numbers, a week beforehand. Final numbers for functions should be confirmed at least 48hrs in advance. Your catering quotes will normally be based on a minimum headcount and your final bill will therefore increase as attendance figures rise.

If more informal arrangements are preferred, be aware that this can sometimes take more effort and ultimately cost more than paying someone to cater. It must also be remembered that whatever food is provided must conform to appropriate hygiene and food handling requirements.

The University has a duty of care to ensure that alcohol is served in a responsible manner at any function on-campus; if alcohol will be served at your event, ensure bar staff are trained in Responsible Service of Alcohol (RSA) requirements and familiarise yourself with the relevant sections of the University's policy on the responsible service of alcohol.

3.8 INVITING SPEAKERS AND SPECIAL GUESTS

When a speaker or special guest is invited, be sure to confirm the details in writing such as:

– event date/s, times and venue (and where parking is available, if required)
– style, type and duration of presentation
– any special requirements (e.g. audio/visual, dietary)
– details of payments, if appropriate (specify in what form and when payment will be made, particularly for interstate and overseas visitors)
– details of anticipated audience
– other participants, including chairpersons and VIPs, likely to be in attendance
– a complete guest list, if appropriate, and a running order for the event,
– any other activities in which the speaker might like to participate while visiting and/or functions to which they are invited

Once this is done and details are confirmed, send all the information to the speaker, along with any briefing notes that may be helpful e.g. about the audience, other visitors/VIPs/speakers present, relevant local factors or history, etc.

Ensure that speakers are formally introduced at the event. An appropriate staff member (the host or MC) should introduce the speaker – ask for background notes (or a CV) from the speaker in advance to ensure he or she can be introduced appropriately.

Speaker's costs and accommodation

Where the event organisers agree to arrange and cover the costs of the speaker's travel and accommodation, confirm the following details in writing with the speaker:

– what the University is offering and what it is prepared to pay for (e.g. 2 airfares and 2 nights accommodation)
– arrangements for transport while in Armidale (airport transfers, transport to and from event etc.)
– depending on the speaker and the type of event you may wish to provide a car and driver
– whether the University will pay for meals, extras such as hotel mini-bar consumption and telephone usage
– whether disabled access accommodation required
– when booking accommodation, advise the hotel of any special dietary requirements and request a smoking room if needed. When making travel arrangements for a VIP advise the travel agent of the VIP status, as airlines have their own protocols (including security) to follow when handling travel for VIPs. The University has a preferred travel agent, New England Travel (6772 1722).

Gifts

You may wish to purchase a gift for the speaker. Depending on the event and the host's wishes it could be presented formally (i.e. at the close of formal proceedings) or informally (i.e. quietly at the conclusion of a dinner). Some UNE-branded gifts, or memorabilia, may be available at Campus Essentials (Post Office, Newsagent and Retail Shop) on campus if this is appropriate. All gifts (whether giving or receiving) must be registered at giftsandbenefits@une.edu.au.

Planning for a 'no-show'

Even if a key speaker does not need to travel far to the event, the unforeseen may still occur. Ensure that a contingency plan is in place so others are not disappointed or that the event can still be productive.

3.9 COPYRIGHT

Copyright issues must be considered if the event includes the use or presentation of any material created by other people such as images or music. For public events, copyright applies to any material created by a presenter such as a public lecture, accompanying materials, or music created for a performance. The presenter will generally own copyright in their original work presented at an event. However, if they have used any material created by other people, known as third party copyright material, permission will generally need to be given by the copyright owner(s) before these are used. Should the University wish to record or publish a presentation, copyright permission from the presenters and all third party copyright owners will need to be obtained. Copyright clearance should always be [requested](#) in writing (email communication is sufficient) and kept on file in TRIM.

3.10 INVITATIONS

Guest lists

Ask all relevant people and departments for their contributions to guest lists. This includes recommendations from the host and key event stakeholders. It may be useful to request that guest list suggestions are supplied in spreadsheet format to facilitate handling and manipulation of data. Consider the ratio of external guests and University guests and carefully check for duplications, spelling and honorifics. Consider inviting important alumni if relevant.

Invitations and ticketing

Invitations and correspondence should include (as relevant) correct dates, times, locations, dress code, a campus map if possible, and an RSVP date with a telephone number and mail/email address for response. The Production Services and Publications division of Marketing and Public Affairs provides a layout service for all material, including invitations. The use of this service ensures all relevant content is included. Contact the [Manager](#) for details of these service and costs.

Invitations to lectures and social functions should normally be sent out a minimum of **four weeks** in advance with RSVPs required at least seven days prior to the event. If accepting RSVPs via email, consider replying to each email acknowledging receipt of the booking. Ensure you have the capacity to process RSVPs as this can be an additional burden on staff. Keep track of those who decline, as well as those who accept. If you are using voicemail to collect RSVPs, ensure your message is clear and asks respondents to leave a phone

number in case a follow-up call is required. If you are mailing tickets, ensure your voicemail message or automated return email indicates a cut-off date, after which tickets will only be available for collection at the door.

Produce a full list of acceptances to have on hand at the event – make multiple copies and distribute as necessary to speakers, ushers, University VIPs and Security. If you are strictly monitoring arrivals, have a complete list of guests who were invited, as some may arrive without having replied. If you are issuing tickets, ensure you plan seating to give priority to people with pre-booked tickets and brief ushers and other staff accordingly.

Registration and greeting

Many events will require registration and greeting of participants. This is particularly important when people travel long distances or do not know the local area. Ensure you have a table staffed continually during the registration period, provide name tags and information packages, and allow for late arrivals – provide a mobile phone number they can call with your invitation or acceptance.

UNE merchandise

It is often appropriate and desirable for UNE-branded merchandise to be made available or given to event attendees: e.g. t-shirts, caps, pens etc. UNE does not provide these freely but [Marketing and Public Affairs](#) can assist you in ordering them given reasonable notice.

3.11   STAGING

Running an event offers a great opportunity to promote the University to the public and other key audiences. As part of event planning you need to consider the overall look and feel participants will experience. You should take into consideration how you decorate the venue and what material you use to brand your event. Banners and other branded materials are available for loan (cost code required as security) or purchase from [Marketing and Public Affairs.](#)

Order of proceedings

For all events a detailed order of proceedings should be prepared, providing a timeline for the actual event, highlighting key activities in the day for senior officers and individuals with an official or formal role. It is useful to include phone contact details for the event manager, and if appropriate, phone numbers for key guests, the building supervisor and security staff. The order of proceedings should also include arrival and departure arrangements for VIPs and describe how formal introductions will be handled. Ensure that provision is made for speakers to be formally introduced at the event – a specific person (the host or MC) should have responsibility for this.

Table plans

A sit down dinner will require a table plan. Seek advice and approval from the host and other relevant parties regarding seating. Provide the dinner venue with a confirmed table plan and place cards at least *one day prior* to the event.

Name tags and place cards

Name tags are recommended for stand up events such as conferences and receptions. However, they are inappropriate for most sit-down meals and almost always inappropriate for distinguished VIPs. Place-cards are appropriate at most sit down meals.

Greeting VIPs

A senior staff member should be delegated the task of meeting VIPs on arrival and introducing them to other guests as required. A briefing note on each guest and an order of proceedings should be provided to the senior staff member.

Personal presentation

First impressions count. The way you come across in the first few moments of meeting someone will establish how you and the organisation you represent are viewed. Therefore it is essential that you present a confident, professional and engaging face for UNE. Branded University clothing can assist in presenting a professional face of the organisation. Wearing a name tag will immediately identify you as a representative of the University, assisting visitors seeking advice or direction.

Ushers

Ensure sufficient numbers of suitable ushers are provided for larger and/or prestigious events. This means, for example, a **minimum** of one usher per fifty attendees (or part thereof) in a lecture/presentation environment is required (i.e. 60 guests = 2 ushers). Brief ushers before the event and consider providing them with written notes and instructions. Ushers' duties include:

- controlling the flow of participants
- being available at the entrances of the venue
- providing seating assistance
- regulating the entry of attendees to the venue to avoid congestion
- assisting participants to exit the venue in a timely fashion
- ensuring attendees don't sit on the floor, steps or block emergency exits
- assisting in an emergency evacuation. Consider having counters to accurately assess crowd numbers

If appropriate, ushers should place signs on the door stating that the venue is full and no further admittance will be allowed.

3.12   WELCOME TO COUNTRY & ACKNOWLEDGEMENT OF COUNTRY

The New South Wales Aboriginal Education Consultative Group Inc (NSW AECG Inc.) explains that 'A "Welcome to Country" is where the Traditional Aboriginal Custodians (in most cases the Elders) welcome people to their Land. This is a significant recognition and is made through a formal process. A "Welcome to Country" should always occur in the opening ceremony of the event in question, preferably as the first item. The "Welcome to Country" is conducted by a senior representative (or representatives) of the local Aboriginal Custodians who welcome the delegates, those in attendance, invited guests, staff and students to their Country. Protocols in relation to the performing of a "Welcome to Country" Ceremony are wide and diverse and can vary according to region and locality.'

For UNE events that require 'Welcome to Country' by a local Aboriginal elder or community member, it is the responsibility of the event organisers to invite an appropriate person from the local Aboriginal community. This person(s) should be involved in, and comfortable, with the arrangements. It is recommended that the time and commitment of the community member be recognised and that they be paid for their role. In valuing and understanding this process, it is important to treat the performing of a "Welcome to Country" ceremony as a right of the local Aboriginal Custodians and not a privilege.

Acknowledgement of Country

An "Acknowledgement of Country" is a way that all people can show respect for Aboriginal culture and heritage and the ongoing relationship the Traditional Custodians have with the Land. For example, the speaker or chair of a meeting, session or function can begin by acknowledging that it is taking place in the Country of the Traditional Custodians. The following is a format suitable for use at UNE events:

> *I/We acknowledge and respect the culture of this land's traditional Custodians, whose stories have been part of this land and water since time began.*
> *I/We pay homage to present Custodians, and their Ancestors, who treated this land and water with respect, through wisdom and understanding that ensured resources for our sustainability.*

Due to cultural sensitivities it is recommended that specific reference to country and tribal names be omitted from the Acknowledgement.

3.13   PARKING

On-campus parking is available to the general public in the western, northern and eastern car parks in the academic area and in college car parks adjacent to residential facilities. The University operates a Restricted Parking Area and a Pay Parking Scheme in which Restricted Parking is in operation 24/7, whilst pay parking operates between 8.00am and 4.30pm weekdays (excluding public holidays). As such, it is the responsibility of any person who brings a vehicle onto campus to comply with the UNE Traffic and Parking Rules and associated policies and procedures. Anyone not parked in compliance with the Rules may be issued a Penalty Notice. Several Mobility Parking spaces are available on campus for those who hold a RTA Mobility Parking Scheme card. Visitors must clearly display their Mobility Parking Scheme card at all times.

Special Event Parking

Special Event parking and VIP parking arrangements can be made upon request by contacting Parking Administration at parking@une.edu.au or via telephone on 02 6773 3161, at least ten (10) working day prior to the event.

3.14   EMERGENCIES, FIRST AID AND EMERGENCY PLANNING

Any emergencies that occur during an event must be immediately reported to Safety and Security on 02 6773 2099 (who can also provide first aid), as well to the relevant emergency service (where necessary) by phoning 000. Once this has been done and any injuries have been dealt with, it is important that the Strategic Communications and Media Advisor in the Vice-Chancellors Unit should be contacted on 02 6773 2551.

A First Aid Station is usually provided for large and official events (such as Graduation) and can be provided for other events at a cost. Where large venues such as Lazenby Hall are used, a room custodian trained in first aid is in attendance. However, first aid should also be planned for, especially if the event is large, outdoors or takes place in extreme weather. This can vary from equipping a first aid kit (and designating an appropriately-qualified person to provide first aid) to ensuring adequate supplies of water and/or sunscreen or organising a dedicated first aid facility. [Safety and Security](#) can provide advice on your options.

When setting up the venue, equipment, fixtures and signage should not impinge on emergency access, block fire-fighting equipment or obscure any emergency or procedural signage. Emergency equipment should be installed and an emergency exit route assigned. Maximum capacity of the venue should be determined to ensure that attendees do not exceed the venue's maximum capacity. The venue should be assessed for appropriate landings, balustrades and handrails. Assess any machinery, equipment or chemicals stored in the area that may be potentially hazardous. Event organisers not familiar with the layout of the venue should seek information on emergency procedures and evacuation routes from staff normally responsible for the venue. If the venue is not normally used as a public gathering place (e.g. a roof or basement storage area) assess the suitability of the venue. This assessment should include ease of access and exit for all people including those who are mobility impaired.

3.15   CLEANING AND CLEANING UP

While University buildings are cleaned regularly, and large venues such as Lazenby Hall may have dedicated cleaning arrangements in place, it is your responsibility to arrange cleaning for venues where special cleaning may be necessary, e.g. if food (where permitted) is brought into the venue. Special arrangements may need to be made to clean up after large, outdoor or public events. Contact the [Campus Services Officer](#) in FMS for further information or to discuss these requirements.

4. Marketing, Promotion and Media

Good publicity and promotion is essential for the success of an event. You can use flyers, print or electronic advertising, personal invitations or a combination of these. Consider your budget and target audiences. See below for further details; you may also wish to check the resources offered by Marketing and Public Affairs.

4.1 PROMOTING YOUR EVENT

When developing a promotional plan consider the objectives of your event and how it relates to the University's strategic agenda. This, together with a profile of your target audience, will determine your promotional strategy. When preparing your audience profile take into account optimal numbers, who you wish to attract and your source (e.g. campus/non-campus), and the timing of the event. Also consider what materials might be required after the event (e.g. photographs of the speaker, audio and video recordings, transcripts etc.) and how these may be used and distributed.

Very often, you will have not only a clear idea of the audience or potential attendees at your event but also direct access to them via professional publications or email lists, for example. When this is not, or is only partially, the case, good promotion may be vital to making your event a success. While this can be costly, there are also a number of paths for web advertising opportunities, e.g. as a story on the main UNE web page, or via the alumni events. Promoting your event via email is also an effective way of reaching your target audience, although there are a number of restrictions the University must comply with when sending emails to students and the general public. The Federal Government's Spam Act 2003 includes a general prohibition on sending unsolicited commercial emails. However, Strategic Communications & Media Unit may be able to promote your event to the mass media as a news story or issue a media alert. A further option, depending on your target audience, is social networking tools such as Facebook and Twitter.

If planning a large event, or where attendees are not known personally (or though professional or academic associations), carefully targeted direct mail can be very effective. The best results come when the recipient is already familiar with you, the University or the event. Remember that invitations should go out at least 4 weeks before the event. Advertising material will also need to be ready well in advance of the event itself. For information on UNE publications being produced and the possibility of including promotional material or information in these, contact Marketing and Public Affairs.

4.2 USE OF UNE BRANDING

The University of New England name (including the UNE acronym), logo and coat of arms are integral components of the University's visual identity. Their use is managed carefully to protect the integrity of the UNE name and reputation, as consistent and appropriate portrayal is essential to building brand strength. It is therefore essential that event managers are aware of, and abide by, guidelines for its usage and depiction, and that these are used consistently in all printed and promotional material. Promoting a consistent corporate image of the University is vital during an event as it creates a strong first impression, adds considerable value to your event, and will support and strengthen the University brand in the minds of your audience. Remember to consider the layout of venues, for example, to determine the most effective use of University branded merchandise such as banners and tablecloths. Full guidelines on the use of UNE visual identity are available from the Branding Manager, Marketing and Public Affairs.

Request to use UNE Brand Property by an external Third Party (Organisation or Individual)

Use of UNE Brand Property (University Logo, Coat of Arms, Name, acronym UNE etc.) must be carefully monitored in order to protect UNE brand value and equity. This is especially important in the case of external third party use, where UNE may provide an external organisation /individual permission to apply UNE Brand Property for the purposes of advertising an event, sponsorship and so on. UNE will protect University Brand Property and its reputation by only authorising third party use where an external organisation /individual agrees to UNE Brand Property Use, Terms and Conditions and has submitted a '*Request to use UNE Brand Property by an external Third Party (Organisation or Individual)*' form. In the case of the Coat of Arms, the form requesting use of UNE Brand Property must be submitted to the Brand and Advertising Manager for consideration after which appropriate requests will be submitted to the Vice-Chancellor's Office for approval.

4.3   PRINT, DESIGN AND PRODUCTION

The Publications and Productions Services Unit in Marketing and Public Affairs offers a comprehensive service in relation to design and print requirements for your event. They can make your job easier by assisting you with:

– design and print management, including programs, brochures, flyers and posters
– branded place cards, nametags, invitations etc.
– use of the branded publication template
– finding suitable University images for use in presentations
– photography, copywriting, proof-reading and editing
– liaison with printers

Ensure you allow sufficient time before your event to organise your requirements. Making preparations, roughly 3-4 weeks before the material is needed, will ensure that your publication and design needs are met in good time.

When producing printed material, consider the following checklist:
– Have you clearly identified your audience and the best way of communicating with them?
– Have you prepared a production budget for your event?
– Have you created a brief (audience, key message, budget, quantity, timelines) for your printed requirements?
– Do you have a schedule for production and design of support material? (Allow plenty of time as a rushed job will always cost more.)
– Have you considered the impact of your preferred design on your production costs? (The more complicated it is, the more is will cost.)
– Is your approval process straightforward? (The involvement of too many people may delay production.)
– Have you requested a design mock-up, colour swatch and paper samples?
– Have you identified someone uninvolved with your event who can proof read the details (names, phone numbers, contact details, venues, addresses and dates)?

- If your event includes marketing-related material reaching an international audience, have you included the CRICOS provider Code (00003G), authorisation, date of publication and any other regulatory information?

4.4 REACHING AN INTERNAL AUDIENCE

Students

If your event is open to students, you should consider publicising it by using the notification function of the student portal, 'myUNE'. This allows students to be notified of events and activities without clogging their email in-boxes. It also allows students to delete or save the information according to their interest.

Staff

A simple way to reach most staff is through internal mailing lists, especially '*une-events'*, which informs the University community of University and community events. The list is for announcements and notifications of matters that are relevant, or may be of wide general interest, to the university community. Matter posted to this list may be of a community, cultural or charitable nature. All members of the University community can elect to be members and can make posts once they subscribe. Non-University community members may be approved by the Director of ITD or nominee.

4.5 MASS MEDIA COVERAGE AND LIAISON

Staff in [Strategic Communication and Media](#) can assist with promoting events such as conferences, public lectures and handling media interviews. Planning ahead will maximise your chances of obtaining media coverage, and **one month to six weeks** of lead time is generally needed to plan a comprehensive media strategy.

First, however, it is important to determine the primary purpose of your event. In general, events in themselves are not newsworthy. It is the content of your event – what you are announcing or who is speaking – that will determine the extent of media interest. Many events have multiple purposes, and therefore you should aim to communicate primarily with a range of stakeholders other than the media. However, if your main purpose is to attract media attention, the media staff can offer preliminary advice before booking venues, setting times and sending invitations. Although you may not be planning a media event, your topic, the scale of the event or significance of your speaker may generate media interest or controversy. If you are unsure of the kind of attention your event is likely to attract it is best to contact the [Strategic Communications & Media Manager](#). Matters to consider when coordinating your event and media plans include:

Event timing

- Plan your event for earlier in the week and in the morning if possible.
- Events held in the late afternoon or evening are very rarely attended by the media.
- Friday is often the most difficult day to attract media attention.

Visual interest

- Displays, demonstrations and interesting photo subjects improve your chances of media coverage.

- University signage should be on display at all media events, especially where TV crews/and or photographers are expected.
- [Marketing and Public Affairs](#) can arrange backdrop banners and signage which can be used during media launches.
- Schedule time into the program for a photo opportunity in an interesting location.

Media releases and event liaison
- If the Media Manager determines an event is newsworthy, a media release will be drafted with your assistance and sent back to you and any other relevant stakeholders for comment. The media release will be sent to relevant media in the lead-up to the event and relevant individual journalists and media outlets will be contacted.
- Check with your speakers before the event that they are happy to give interviews. Brief them beforehand about the attending media's areas of interest.
- Media should be provided with embargoed copies of speeches and papers whenever possible. It is much easier to obtain coverage if journalists can be given copies in advance of an event, even if it is only a few hours. Always get permission from the speaker before you distribute his or her speech.
- Consider recording speeches to distribute to the media after the event. Again, ensure you have obtained the speaker's permission.
- Set aside a time and place for one-on-one interviews before or after an event. Check with your speaker or speakers that they are happy to give interviews. Radio interviews need to be done in a quiet place without background noise and preferably on a land line phone. Thank media representatives as they leave and ensure they have everything they need.

Pre and post-event media
- Be available. Pre-event and follow up interviews by journalists who cannot attend events are common.
- Make sure you are available for comment throughout the day of your event – from the early morning breakfast shift (breakfast radio teams are onboard from 5.30am – though most won't call until 6am) to drive programs in the afternoon. Provide the Media office with your mobile and home phone numbers for after-hours contacts (media officers need these numbers but if preferred they won't be given to journalists). Leave your mobile switched on and check your voicemail regularly. Return all calls as promptly as possible.

4.6   RECORDING THE EVENT
You may wish to record the event through photography, video or audio. Firstly, ensure that you have received permission from the speaker/s or author/s, and any other key participants, preferably in writing or by email. Recording facilities exist at a few UNE facilities – check with FMS. Video recording (from which audio can be obtained) may be requested through the Information Technology Directorate and 'still' photography through the Strategic Communications & Media Unit. It should be noted, however, that availability of these limited resources and staff depends on overall University priorities – i.e. it may not be possible to absolutely guarantee their availability on the day. If recording is critical to your event, it may be worthwhile investigating commercial options.

5.   University Event Protocols

Rationale and Scope

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.

Principles:

- The aims and objectives of major UNE events will align with the strategic direction of the University
- All events held at, or on behalf of UNE, will acknowledge the traditional custodians of our land
- An Event Manager, who must be an employee of UNE, is assigned to all official UNE events held on campus or in UNE's name.
- No official event will proceed without the approval of the Vice-Chancellor

Definitions

Distinguished Visitor/Distinguished Delegation	A visitor to the University for business purposes, including graduations and installations by person or persons from visitor category A
Head of Cost Centre	The position responsible for meeting the budgetary commitment of an event or visit. If the event has a Minister or Government delegation attending, the Chancellor would generally host. If the event is at University business level, the Vice-Chancellor would generally host. Events at a School level should be hosted by the appropriate Head of School.
Major Event	A function that: • Requires the Chancellor or Vice-Chancellor to host the event or requires the Chancellor or Vice-Chancellor to speak at an event as an official guest • The signing of a Contract or Memorandum of Understanding on behalf of the University • Is likely to attract significant media / public interest or generate or pose a security risk including the attraction of potentially large audiences. • Inaugural lectures
Public Event	Is defined as a function open to the community that involves: • Conferences; • Public lectures;

- Book launches;
- Seminars; and
- Other events involving members of the public.

UNE Executive	A UNE employee from the position of Pro Vice-Chancellor or above.

Visitor Category A   A person who is:
- Vice-Regal
- Foreign Head of State
- Ambassador, High Commissioner or their delegate
- Minister (State or Federal)
- Member of the Shadow Cabinet
- Local Member of Parliament
- Vice-Chancellor from Australian or International institutes of higher education
- CEO of a UNE partner institution
- A delegate of any of the above

Visitor Category B   A person who is:
- Chairpersons / chief executive officer of major companies and organisations
- High profile and notable academics
- Members of Parliament (backbenchers)
- Directors of major research centres
- Religious Leaders / Heads of Churches
- Member of the Chancellor or Vice-Chancellor's Circle
- High profile private individuals
- Occasional guest speakers
- Distinguished alumni

Visitor Category C   A person who is:
- Individual academic or researchers with a direct link to a School, Research Centre or administrative unit.

Event Brief   A detailed outline and background for the Event Manager and others involved in, and affected by, the event.

Event Synopsis   A form completed during the planning stage for submitted to the Vice-Chancellor for approval

Event Manager   An employee of UNE designated to lead the organisation of a UNE event or visit by a distinguished visitor. Responsibility include but are not limited to:

- completing the Event Synopsis and Event Brief;
- managing the budget;
- providing speaking notes for the Chancellor and or Vice-Chancellor as required; and
- evaluating the success of the event

Evaluation Report   A report that closes the loop on the event and provides valuable feedback for future reference

5.1   PROCEDURES

Major Events

Phase 1: Planning

− The Event Manager will ordinarily be appointed by the Head of Cost Centre or relevant member of the Senior Executive.
− Where the visit is being organised through a student association, the President or equivalent will be deemed to the Event Manager.
− Prior to any public announcement or issuing of invitations the Event Manager is to provide an Event Synopsis and appropriate approvals from the Head of Cost Centre(s) to the Corporate Events and Protocol team.
− The Event Manager must provide a detailed invitation list when completing the Event Synopsis.
− The Event Synopsis and budget estimate is to be forwarded to the External Relations Officer, Vice-Chancellors Unit no later than:

   - **Four months** prior to the Major Event – if Government Ministers are to be invited
   - **Two Months** prior to the Major Event
   - **6 weeks** prior to the Public Event

− It is the responsibility of the Event Manager to seek the appropriate approvals from the Head of Cost Centre(s) as appropriate.
− The Corporate Events and Protocol team will review, check the Event Synopsis and cost code approval from Head of School or Directorate.
− Any anomalies will be referred back to the Event Manager and as courtesy copied to the Head of Cost Centre by the External Relations Officer, Vice-Chancellors Unit for appropriate action. The Corporate Event Officer will liaise 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.
− Once the Event Synopsis has reviewed it will be forwarded to the Office of the Vice-Chancellor for final approval by the Vice-Chancellor.
− Where the event involves the signing of a Contact or Memorandum of Understanding the Vice-Chancellor's Office will seek guidance from UNE Legal as required.
− The Corporate Events and Protocol team will advise the Event Manager, Head of Cost Centre and Secretariat of the Vice-Chancellor's decision.

- The Corporate Events and Protocol team will forward the approved Event Synopsis to the Secretariat.

Phase 2: Issuing of Invitations

Invitations to guests in Visitor Category A and B must be issued by the Chancellor or Vice-Chancellor.

- The invitation format and wording, and the proposed guest list, should be submitted to the Corporate Events Officer who will ensure the appropriate stakeholder and ensure brand approvals are obtained from Marketing and Public Affairs.
- Once invitations have been produced, the Corporate Events and Protocol team will forward to members of the University Council through the Secretariat.
- The approved invitation should be provided by the Event Manager to the Corporate Events and Protocol team no later than 4 weeks prior to ensure that they can be forwarded to Council members well before the event is scheduled to occur.

Phase 3: Advertising, Promotion and Media

- Please refer to section 4.5 MASS MEDIA COVERAGE AND LIAISON

Phase 4: Briefing

- An Event Briefing including speaking notes, order of proceedings and confirmation of final event arrangements are to be provided to the Corporate Events Officer 14 days prior to the event.

Phase 5: Advancing

- Where the media has been advised of an event the Strategic Communications & Media Advisor, Policy Planning & Corporate Events will be responsible for advancing.

Phase 6: Event Evaluation

- The Event Manager will complete an Event Evaluation Report for approval by the Head of Cost Centre.
- The Evaluation Report will be forwarded to the Corporate Events and Protocol team no later than 2 weeks post-event.
- Where the Evaluation Report indicates an issue or outcome of strategic concern to the University, the Chancellor or Vice-Chancellor, as appropriate, may require the event owner to provide on-going reports on key issues.
- The Chancellor or Vice-Chancellor, as appropriate, will issue letters of thanks to all guests in Visitor Category A and B.
- The Event Manager will issue all other letters of thanks as appropriate.

Public Events

Refer to Major Events

Distinguished Visitor/Distinguished Delegations

Phase 1: Planning

- The Event Manager for any visit by distinguished visitors or delegation will be the Head of Cost Centre.

- Where the visit is being organised through a student association, the President or equivalent will be deemed to the Event Manager.
- Prior to any public announcement or issuing of invitations the Event Manager will contact the Office of the Vice-Chancellor to advise on the:
    - expected timing of the visit
    - required input from the Chancellor, Vice-Chancellor and UNE Executive
    - expected outcomes, and where appropriate, fit with the University strategic direction
    - budget for the visit

- The Vice-Chancellor will advise the Event Manager of his/her support or otherwise for the visit at the University level.
- The Vice-Chancellor may at their discretion, transfer responsibility for the visit to a member of the UNE Executive.
- Where the visitor or delegation requires a visa to enter Australia, all liaison with the Department of Immigration and Citizenship is the responsibility of the Event Manager.
- The Event Manager is responsible for lodging the details of any international visitor's on-campus with the Director, English Language and International Services in accordance with UNE's International Critical Incident Procedures.

Phase 2: Issuing of Invitations
- Invitations to guests in Visitor Category A and B must be issued by the Chancellor or Vice-Chancellor.
- The Event Manager is responsible for inviting all relevant UNE staff.

Phase 3: Briefing
- A Distinguished Visitor Brief is to be completed by the Event Manager and returned to the Corporate Events Officer 14 days prior to the event and should confirm final event arrangements including and speaking notes.
- All approvals required to complete the briefing are the responsibility of the Event Manager.
- The Office of the Vice-Chancellor will review, check the Distinguished Visitor Brief and budget estimate against the Protocol Checklist.
- Any anomalies will be referred back to the Corporate Events Officer for appropriate action.

Phase 4: Advancing
- Where the media has been advised of an event the Strategic Communications & Media Advisor, Vice-Chancellors Unit, will be responsible for advancing.

Phase 5: Event Evaluation
- The Event Manager will complete the Evaluation Report.
- The Evaluation Report will be forwarded to the Office of the Vice-Chancellor no later than 2 weeks post-event.
- Where the Evaluation Report indicates an issue or outcome of strategic concern to the University the Vice-Chancellor may require the event owner to provide on-going reports on key issues.

- The Chancellor or Vice-Chancellor, as appropriate, will issue letters of thanks to all guests in Visitor Category A and B
- The Event Manager will issue all other letters of thanks as appropriate.

Visitor Category C
- Invitations to Category C Visitors may be issued by the relevant Head of School.
- Where the visitor or delegation requires a visa to enter Australia, all liaison with the Department of Immigration and Citizenship is the responsibility of the relevant Head of School.
- The Event Manager is responsible for lodging the details of any international visitors on-campus with the Director, English Language and International Services in accordance with UNE's International Critical Incident Procedures.