

7. EVENT MANAGEMENT CHECKLIST

Planning the Event

- Do your speakers or guests fall within a VIP category? If so University event protocols apply.
- Does this event pose a security risk or generate controversy or media interest? If so University event protocols apply.
- Consider security requirements for the event. Ensure Security is consulted well in advance for major events and/or those events which may pose a security risk (including those with VIP guests and participants)
- Consider parking and traffic needs.
- Prepare a timeline and/or task list.
- Determine all expenses, and income.
- Is the event for University alumni? If so have you followed Advancement Office procedures?

Organising the Event

- When scheduling your event consider other activities being held at the same time that may attract a similar audience.
- Take into account the schedules and diaries of the host, speaker/s and University senior executive if appropriate.
- Book your venue/s (and/or external space) at the earliest possible time.
- Book catering and confirm arrangements prior to the event. Be sure to look after any special dietary requirements.
- Book accommodation and transport for speaker/s and guests if required.
- Consider whether to ticket the event or request an RSVP.
- Produce a list of invitees. Be sure to include all relevant people including alumni, sponsors and those nominated by the speaker, the host and media liaison staff.
- Carefully check spelling and honorifics on invitations.
- Ensure the invitation includes the correct date, time, venue and RSVP details.
- Ensure the University logo is used correctly in all event materials including invitations, tickets, place cards and flyers.
- Take care that phone numbers for RSVPs and event enquiries are attended during working hours or have an appropriate voicemail setup.
- Produce a full list of acceptances. Distribute as necessary to speakers, host, ushers and security staff.
- Print nametags and/or place cards as required. Prepare a table plan if required and ensure approval from the host and other relevant parties.
- Produce a detailed Order of Proceedings and distribute to the host, speaker/s, and any other relevant senior University officers, media staff and security.
- Ensure VIPs are greeted by fully briefed senior staff.

- Consider appropriate dressing for the event (Branded banners, tablecloths, signage, lighting, flowers, room temperature etc.).
- Ensure all multimedia support is booked including audio and video recording if necessary.
- Observe Indigenous welcome ceremony protocols.
- Take care of your speaker, ensuring any special requirements are met and provide them with a written brief of the event.
- Be aware of health and safety responsibilities. Ensure your guest list does not exceed the venue's maximum capacity, you are aware of emergency exit routes, and take appropriate care at events involving alcohol.
- Have you recruited and briefed staff/ushers to assist at the event?
- Is your event culturally inclusive?
- Is your event inclusive of people with disabilities? Be sure to check disabled access to the venue.
- Develop a marketing/promotional plan that targets your event audience.
- Is the logo used consistently and in all printed and promotional material?
- What branded merchandise is required? (t-shirts, bags, folders, banners)?
- Book advertising space if appropriate.
- Advise Marketing and Communications of your design and print requirements (including invitations, flyers, banners), with plenty of notice.
- Consider mailouts (email and postal) as a means of reaching your target audience.
- Contact the Public Relations Office for advice if you anticipate media interest.
- If University staff and students are your audience use the Student Portal and/or Staff News to reach them.
- If your event is a free public lecture ensure it is included in a weekly public lecture bulletin by completing the Public Lecture Promotional Support form.
- If your event audience is the general public submit your event details onto the University web-based events calendar.

Completing the Event

- Prepare a post-event report which includes guest feedback (formal and informal), recommendations, things that went wrong and a budget analysis.
- Ensure formal thank you letters (and gifts if appropriate) are issued to speakers and any other VIPs who contributed to the event.
- Issue informal messages of thanks to all staff that assisted (an email is appropriate).