

The 411 on Event Planning at Memorial

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Marketing & Communications

February 6, 2008

Special Events Team of Marketing & Communications



- **Located in A-1033**
- **Staff:**
 - Michelle Snow, Marketing Events Co-ordinator
 - Jessica Clarke, Events Assistant
 - Roxanne Keats, Administrative Assistant

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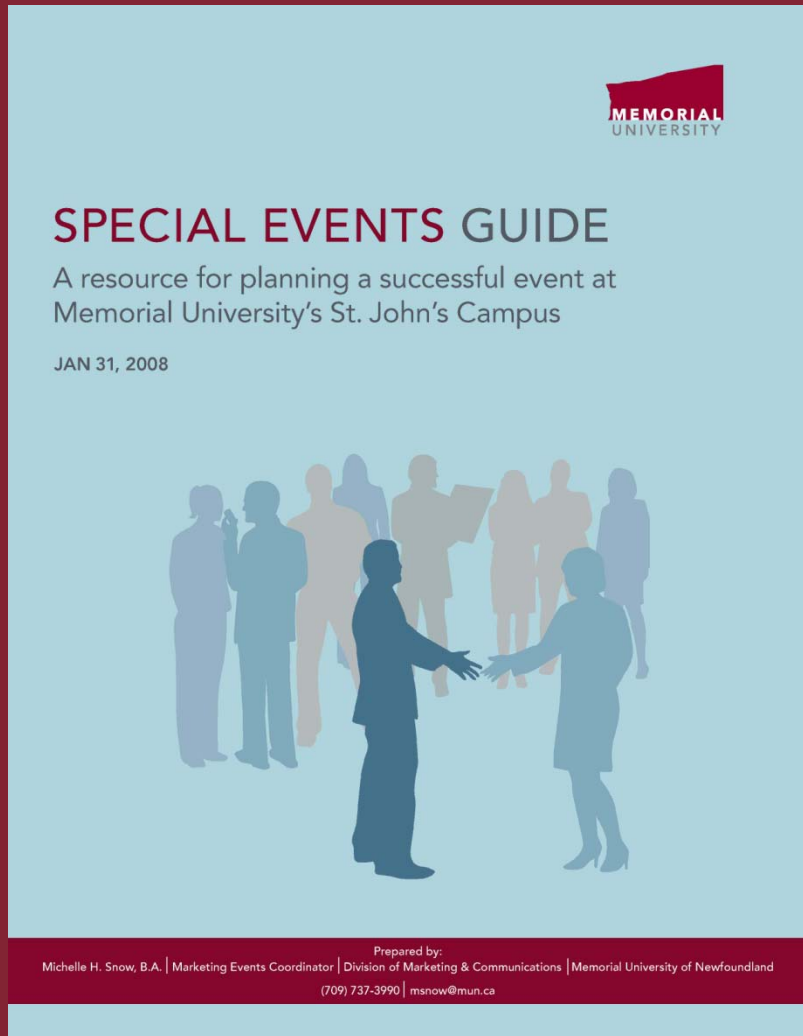
- **Advancement unit**
- **Organize university-wide events**
 - Ceremony of Remembrance
 - President's Awards
 - I ♥ MUNdays
 - Convocation ceremonies
 - Building dedications
 - Major announcements
- **Presidential hosting and events**

We can offer you:



- Advice and guidance
- Materials and supplies
- Information and resources
- Protocol assistance
- Connect your event to other advancement units
- Publicity and support

Special Events Guide



www.mun.ca/marcomm/event

Ten steps to planning a fantastic special event

A guide to event planning at
Memorial University

1. How early is too early?

- **Never!**
- **The more notice to everyone – the better!**
 - Save the date with key players (President, Dean, keynote etc.)
 - Follow up with a written confirmation

2. You're not the only game in town!



- **Notify everyone who needs to know about your event**
 - Participants
 - Invitees
 - Vendors
 - Security
- **Notify those who don't need to know about your event**
 - Today.MUN.ca
 - Marketing & Communications
 - Security

3. What kind of event is this anyway??



- **Why – is the event being held?**
- **What – type of event is this?**
- **When – is it being held?**
- **Where – will it take place?**
- **How – many people will be invited? many will likely attend?**
- **Who – will be invited?**

4. Budget? What Budget??



- **Know your budget upfront**
- **Never under estimate the unexpected**
- **Track your budget as you go**

5. Document Everything!



- **Trust No One!!**
- **All orders and formal requests must be in writing – and keep copies with you at all times!**
- **Never delete your emails**
- **Document your phone conversations**

6. I'm supposed to have a plan?



- An event plan or task chart/timeline guides the planning process and keeps you on track
- An event scenario/script details the event itself and directs the flow of the event:
 - Who speaks when
 - Floorplan/set-up/seating plan
 - Props (podium, signage, gifts etc.)

7. You can read my mind, right?



- **The devil is in the details...the devil is your friend!**
- **Make your instructions explicit (in writing/diagrams etc.)**
- **Confirm and follow up in advance of your event (site visit/dry run etc.)**
- **Assume nothing!**

8. Don't you know who I am??



- **Get to know your vendors/suppliers**
- **Introduce yourself before you need a big favour!**

9. Expect the unexpected

- **Plan for everything that could go wrong...because it eventually will:**
 - Carry contact numbers for your suppliers/vendors/building managers etc.
 - Michelle's Magic Bag

10. In case of an emergency...



- **Know where your authority begins and ends**
- **Have an 'In Case of Emergency' contact on stand by:**
 - Supervisor
 - Campus Enforcement (4100)-BIRT
 - Marcomm (for media)
 - 911
- **Stay calm 😊**

Other Considerations



- **Environmental sustainability**
- **Accessibility**
- **Food and Beverage**
 - Chartwells
- **Alcohol**
 - Liquor Services
- **Risk management**



Have Fun and Enjoy!

Questions??



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