Organising an Event:

An Internal Guide to Planning and Managing an Event
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1. Planning an Event

There are a number of factors you will need to consider if you are planning an event of any kind whether it is a conference, dinner, public lecture, business networking or student focused event. This events guide will provide you with the right tools and advice to help ensure your event is successful and well managed.

Before you begin to organise your event you should consider and plan the following:

Event Objectives
Setting clear objectives from the outset will help you to focus on deciding the right event format and style to target the intended audience. This will help to ensure the desired outcomes.

To determine the event objectives, ask yourself the following:

- Why are you holding this event?
- What are the outcomes you expect to achieve from the event?
- Is this event necessary?

For example, is the purpose of your event to:

- Celebrate an achievement, milestone or anniversary?
- Communicate a key message?
- Raise the profile and reputation of the organisation within a key market?
- Launch a new facility or service?
- Drive student recruitment?
- Network with peer groups?
- Engage with general public?

Target Audience
Identifying your intended audience will determine the format and style of your event together with how formal or informal the event should be. Ask yourself the following questions to determine the target audience:

- Who is the event aimed at?
- What does the audience need to know?
- What will hold their interest?
- How many people are you hoping to attract?
- Is it an intimate event for a select group or a large scale event for your profession?
Risk Assessment
It is impossible to eliminate all potential risks at an event but you can minimise them by conducting a risk assessment.

A risk assessment will allow you to consider and identify potential risks associated with the entire event (both pre and on the day), evaluate them and put strategies in place to minimise the risks. For example, risks that may be associated with an event are:

- Low ticket sales/registrations do not cover the costs of the event.
- Health and safety risks associated with large numbers of attendees, outdoor and/or public family events or events in a higher risk environment such as a laboratory or workshop setting. Specific Health and Safety risk assessment advice can be found in section 7.
- Security threat associated with a high profile speaker such as a political figure i.e. public demonstration.

Budget
Hosting an event can be expensive and without careful budget planning can spiral out of control. We must ensure that we gain best value from all of our events so setting a budget and identifying the budget source is essential in the early stages of planning an event to ensure that all foreseeable costs are covered.

When setting a budget you must consider the following:

- Has the budget source been identified i.e. School/Directorate agreement for all costs?
- Has the break-even point been established (if a fee paying event)?
- Have you accounted for VAT on associated costs?
- Don’t forget to include the marketing costs, including design time, advertising and any paid social media, as appropriate.

Date and Time of Event
In order to attract a good number of attendees, it is important to give careful consideration in setting the right date and time of the event. You should consider the following when determining this:

- Consult with University Senior Management Team members whose presence is required and check diary availability on proposed dates.
- Check diary availability with the proposed speaker(s) well in advance of the event.
- Avoid school holidays and exam periods (wherever possible) for both venue availability and attracting a good number of attendees.
• Consider most suitable day of the week when attracting a business audience i.e. avoid Friday and Mondays and schedule over a breakfast or lunch period or early evening (Tuesdays and Thursdays work best).

• Review other major events taking place across the University to ensure no clashes (check on What’s On or Internal Comms newsletter).

• Allow for at least a three month lead time if possible.

**Key Message**
When planning your event consider what you want to say to your target audience and what you want them to know or do as a result of the event. This is important when developing event themes, topics of discussion, engaging with speakers and developing marketing and promotional material.

**Evaluation Criteria**
By evaluating your event, you can determine its success and ensure that future events will be even more successful. It is also important to make sure that the University is making best use of its resources.

In establishing event criteria you should consider the following:

- Review the aims and objectives of the event
- Did you achieve what you set out to achieve?
- Did the event come in on budget?
- What were the intended/unintended outcomes?
- What tools do we use to measure our success?
- How & when will feedback be gathered from attendees (paper on the day, ‘clickers/counters’ at the event, survey using BOS (the University’s survey tool)?
- Can we share any good practice with others?
2. Organising a Venue

It is recommended when organising a University related event to use the University’s venues, rooms and facilities as this provides a good opportunity to showcase the campus, especially to an external audience or to prospective students and their families.

If your event requires you to organise any venues off campus, you can contact the Dundee and Angus Convention Bureau for advice. They can also assist with accommodation bookings for larger conferences.

When selecting a venue(s) for your event, consider the following:

Capacity

- Can the venue comfortably accommodate your target number of guests?
- Does the venue allow you to grow your event should your audience exceed your target number of guests? (i.e. Dalhousie Building with its interlinked a/v across lecture theatres).
- Equally, if your event is more intimate, do not opt for a large venue which may make the event look empty.
- Is there break out space, space for catering/mingling?

Audio Visual

- Are there built in audio visual facilities such as a PA system, data projection and screen?
- Can the venue, if not integrated, accommodate a portable PA system such as free standing speakers and a data projection and free standing screen?
- Is there a clear line of sight for all guests or do you require additional projection facilities?
- Have you contacted the IT Service Desk to find out if they can support your event if required?

Access

- Is the venue well sign posted or will additional signage be required?
- Is the venue easily accessible to your guests? Are there lifts and/or special access for guests with disabilities?
- Can external suppliers (rarely used, except where internal AV cannot support) easily access the venue?

Plan your event

- Are there any venue restrictions that may alter the format of your event e.g. disabled access restrictions or IT provision such as WiFi in certain locations on campus?
Is there space within the venue for on-site catering?

Do you require additional rooms close by for break out rooms, a pre or post event reception?

Is there space for a registration desk as guests arrive?

If you wish to offer a cloakroom facility, where will guests put their coats?

Are there bathroom facilities in close proximity?

**Budget**

Do you have budget allocated for venue hire should there be a fee associated with the venue?

**Room bookings**

There are a number of different spaces across the University that can be booked for events. All teaching rooms and lecture theatres on the main campus are booked through Central Room Bookings. This includes all rooms in the Dalhousie Building, which is perhaps the most used space for events due to its flexibility, good disabled access and IT support, as well the River Rooms on the 9th floor of the Tower. You can check availability and capacity of all main campus teaching rooms online at [http://www.dundee.ac.uk/roombookings](http://www.dundee.ac.uk/roombookings) or contact the team directly by emailing roombooking@dundee.ac.uk.

Please note if your event is in the Dalhousie Building and you require the main foyer or mezzanine for hospitality, registration or exhibitors, you will be required to book this space separately. To do this, email Dalhousie-Reception@dundee.ac.uk.

Other spaces which lend themselves to events are:

- **University House**
  University House is available during evenings and weekends for VIP dinners. For availability and advice please email Hospitality Services at hospitalityservices@dundee.ac.uk

- **Botanic Gardens**
  There is a range of smaller indoor spaces at the Botanic Garden, plus the option for outdoor and marquee-based events. Visit [https://www.dundee.ac.uk/botanic/hire/](https://www.dundee.ac.uk/botanic/hire/) for more information.

- **The Chaplaincy Centre**
  The Chaplaincy Centre has both smaller rooms and the large chapel space available for daytime and evening events. Contact Jill Webster by emailing j.webster@dundee.ac.uk for further information and to book.

- **Kirkcaldy Campus**
  Kirkcaldy Campus is situated next to Kirkcaldy Railway Station and has a range of meeting rooms and lecture spaces available to use. Contact Alexis Michalski in the School of Nursing & Health Sciences for more information - a.michalski@dundee.ac.uk
• West Park
West Park West Park is managed by Sanctuary Management Services and offers a large number of conference and meeting facilities. Visit https://www.westpark.co.uk/venue-hire to find out more.

Conference Services
Conference Services should be contacted if you are organising a conference, seminar or meeting for an individual, a department or the University as a whole. Conference Services also deal with all external room bookings for the university. They can offer support in co-ordinating elements of your conference such as venue selection, supplying information on catering options and liaising with the audio visual team, through to advising on discounts and liaising with Dundee and Angus Convention Bureau. They can be contacted as follows:

Tel: 01382 386751
Email: ConferenceServices@dundee.ac.uk
Website: http://www.dundee.ac.uk/main/confacil/

Please note that charges may occur for the bookings of teaching rooms, lecture theatres and committee rooms for non-teaching purposes. These will take into consideration hire of conference support, accommodation, cleaning, heating, lighting and any security costs.

Hospitality
Hospitality Services and DUSA manage all the catering requests for events at the University of Dundee and are the only two approved suppliers for the University.

There are a number of things that you should consider when organising the on-site catering for your event:

• What is your allocated budget for catering, normally calculated at cost per head (remember to include some flexibility for drinks)?

• Type of event: should it be formal or casual catering i.e. sit down dinner or stand up buffet? Do you even require food or is a drinks reception ample?

• Would you prefer hot or cold food (i.e. season)?

• Beverage selection – hot, cold, alcoholic, non-alcoholic

• Can the theme of the event be followed through in catering? I.E. an event for international students/a ceilidh etc.

• Any special dietary requirements

For further information and to request menus or a quote contact:

Hospitality Services: hospitalitiy-services@dundee.ac.uk

DUSA: catering-management@dusa.co.uk

If you are looking for a venue off campus for a dinner etc, you can contact the Major Events team for advice if required on events@dundee.ac.uk.
3. University Host and Speaker

It is important, where possible, to secure University hosts and speakers as far in advance as possible of the event (at least 3-6 months).

Host
This could be the Principal, University Secretary, a Vice-Principal, Dean of School, Professional Services Director or other senior staff member. When securing a University host you should provide the following information:

- Details of the proposed date, time and location of the event to seek their availability.
- A short brief on the event and the proposed running order.
- Advise on the their role and duration of the commitment required.

Should you wish for the Principal to attend or host your event then you should contact his PA, Valerie Dorward, to seek availability. You can contact Valerie by phoning 01382 385561 or emailing v.a.dorward@dundee.ac.uk.

Speakers
Your guest speaker may be a University academic or an external candidate. In order to get the right person for your event you should always develop a well-researched list of target speakers and approach them in priority order. You should consider the following before getting in touch with them regarding your event:

- Clarify if a formal invitation letter to present should come from the Principal, Dean of School, Professional Services Director or other source.
- Provide speaker with a full brief on the event, a rough guide as to their presentation topic/theme and generally what is required of them
- Always provisionally hold suitable dates in the diary of the speaker while you confirm the host and venue availability.
- Confirm if there is a fee and/or expenses associated with the speaking commitment, or outline in your ‘ask’ letter what you can offer (i.e. transport and accommodation, a dinner but no fee etc). The Events Office can offer advice on this element if required.

Once a speaker and date for your event has been confirmed you should also make sure you:

- Obtain a biography and photograph (if necessary) of the speaker for any promotional material, as well as information on the subject of their talk if appropriate.
- Agree on any media related activities with the speaker in conjunction with the Corporate Communications team.
• If the presentation is being filmed/recorded ensure that you obtain written consent from the speaker in advance to allow the University to use the recording, and display signs at the event to make the audience aware of filming.

• Issue an itinerary to the speaker at least one week prior to the event outlining the running order, meet and greet details, access, details of VIP attendees, protocol arrangements etc.

After your event, remember to always follow up with a thank you letter/email to the speaker whether it is from yourself, the University host or committee. This ensures your appreciation is passed on and a positive relationship is maintained following the event.
4. University Professional Services

The Universities Professional Services play a vital role in ensuring that your event runs smoothly. It is important to engage with the necessary services as early as possible to provide them ample time to schedule and manage resources to deliver the best possible service.

The following University services should be contacted when planning your event:

**Estates and Buildings**

- **Security**
  Security services should be made aware of every event being held on campus, whether it is a public event or invitation only. They can advise on any security issues and offer assistance with the onsite logistics in terms of organising a suitable level of security on the day and opening buildings as required should your event take place during evenings or weekends.

  The Security Office is located behind the Main Library and contactable on 01382 385850 or by emailing security@dundee.ac.uk. You can also log a call for their assistance through the Estates & Buildings online submission form which can be found at [http://quemis.dundee.ac.uk/helpdesk/default2.asp](http://quemis.dundee.ac.uk/helpdesk/default2.asp).

  Please note that should there be an emergency you can contact Security via the emergency number on 01382 84141, or ext. 4141 from any University phone. The Security Office has a direct link with Emergency Services should this be required.

- **Parking**
  Parking is often an important consideration for many guests attending an event. While permits are required to park on campus Monday to Friday, 8am – 5:30pm, parking is available to non-permit holders, without payment, after 5.30 pm and on Saturday and Sundays provided payment is made for the time parked on Campus using the RingGo system.

  Advice from the Parking Administrator is available Mon-Fri 9am-5pm on 01382 384710. At all other times please contact the Security team as above.

- **Cleaning**
  For large scale events you may consider the requirement of a cleaning operative to remove waste, empty bins periodically and keep wash room stocks replenished. Any such request should be made through the Help Desk on 01382 384066 (Mon-Fri, 8am – 5pm) and costs will be provided.
• **Safety Services**  
  Although there is a responsibility on the event organiser to manage the safety of the attendees, and all those involved in their event, Safety Services are happy to advise on any aspect of safety which may be required. If in doubt about anything please get in contact with Damian Leddy, Acting Head of Safety Services, by emailing  [d.z.leddy@dundee.ac.uk](mailto:d.z.leddy@dundee.ac.uk)  or telephone 01382 388467.

• **Porters (Dalhousie Building)**  
  There are 2 part-time porters based in Dalhousie Building who work within Conference and Hospitality Services. It is essential to brief them of special requirements within these venues for your event. This will include room layout, the removal or addition of tables and chairs, cloakroom requirements, timings of the event to allow for set up and tear down and arrival of staff, hosts, speakers, suppliers and guests on the day of your event. Please contact Dalhousie Reception on  [Dalhousie-Reception@dundee.ac.uk](mailto:Dalhousie-Reception@dundee.ac.uk)  or telephone 01382 381313.

  Should there be an issue with any of these elements, or you need to report a works related matter within your chosen venue, then please contact Estates and Buildings on 01382 384066 between the hours of 8am – 5pm Monday to Friday.

**Audio Visual Services**  
UoD IT can provide advice and technical support for your event. While many of the venues have built in audio visual equipment (e.g. data projector, screen and PA system) you are required to contact the IT Service Desk to book this equipment and confirm if on-site technical support is required. It is advisable for larger events and/or those that require microphones and data projection facilities that a technician is booked to be on site during the event. A minimum of 5 working days notice is required to be given to UoD IT. The AV team can support events in centrally managed rooms until 22:00 hours seven days a week free of charge. If you are expecting to use overflow rooms to locate additional guests please also flag this up in your support call to the IT Service Desk.

If you are holding your event in a space where there is no AV equipment (e.g. the Bonar Hall), it will be your responsibility to hire the equipment and contract an external AV support technician. Please contact Procurement for contact details for all University approved AV suppliers.

If WiFi is an important consideration, particularly for external guests, please review the WiFi options available. See  [www.dundee.ac.uk/it/services/getconnected/](http://www.dundee.ac.uk/it/services/getconnected/)  for more information. For some locations additional WiFi coverage can be provided. See:  [www.dundee.ac.uk/it/services/getconnected/guestsfromelsewhere/thecloudwhereitisandhowtorequestitforuodevents/](http://www.dundee.ac.uk/it/services/getconnected/guestsfromelsewhere/thecloudwhereitisandhowtorequestitforuodevents/)  for more information.

To contact AV Services please log a call with the Service Desk by calling 01382 388000 or emailing  [Help4U@dundee.ac.uk](mailto:Help4U@dundee.ac.uk)

*Please note that for externally hosted events, there may be a surcharge for dedicated AV support throughout an event.*
Major Events
If your event has a high profile or controversial speaker, ministerial speaker, member of the Royal Family or overseas dignitary in attendance the Major Events team must be informed from the outset. Their role is to liaise with external agencies to ensure the smooth running of such visits to campus and allow you to focus on the smooth delivery of your event.

You can also contact the Major Events team for advice on anything not covered in this guide or if you are unsure on any element of your event. The team have a wealth of experience in organising festivals, conferences, ceilidhs, lectures, dinners, away days, VIP events and more so would be happy to help. They can also offer advice on speakers relevant to your event, show you sample event itineraries and invite letters etc. Please contact the team on:

Tel: 01382 385108/388154
Email: events@dundee.ac.uk
Web: https://www.dundee.ac.uk/externalrelations/events/

Marketing Team
Please ensure that your School marketing manager is aware of your event from the earliest planning stage.

Louise Connor – l.connor@dundee.ac.uk, 01382 381260
School of Art & Design, School of Science & Engineering and School of Humanities.

Mhari MacDonald – m.s.macdonald@dundee.ac.uk, 01382 383279
School of Dentistry, School of Nursing & Health Sciences and School of Social Sciences.

Linda O'Neill – l.oneill@dundee.ac.uk, 01382 386468
School of Education & Social Work, School of Life Sciences and School of Medicine

Jen Sloan – j.z.sloan@dundee.ac.uk, 01382 386467
Admissions & Student Recruitment

Corporate Communications
Contact Corporate Communications for internal marketing assistance, social media promotion and any press coverage (in advance or on the day).

Roddy Isles – r.isles@dundee.ac.uk, 01382 384910
Head of Corporate Communications

Dr Ramanee Peiris – r.peiris@dundee.ac.uk, 01382 385564
Internal Communications Manager
5. Marketing and Promotion

The development of a marketing and promotional plan is essential to effectively target your desired audience and ensure a good turn out on the day of the event.

Invitations

If your event is a closed event (by invitation only) you should aim to issue the invitations at least six weeks prior to the event. When planning the invitation process you should undertake the following:

- Generate the guest list ensuring that all contact details are up to date and thoroughly checked.
- Seek input from University host/Head of College/Head of School/Head of Department/organising committee.
- Determine most suitable method of communication based on target audience and timeframe i.e. printed invitation card or letter by post or via email.
- Determine RSVP date
- Determine registration process i.e. via email or on line registration through Eventbrite (Eventbrite is free online event management tool. Please contact internal-comms@dundee.ac.uk regarding the use of this).
- Prepare the text for the invitation which should include:
  - Title of the event
  - Date
  - Time
  - Venue
  - Dress Code
  - Programme including speaker and/or host
  - Brief details on the purpose/topic of the event
  - Directions to the location
  - Registration process (if applicable)
  - RSVP details
  - Signed off by the Principal or the University host

Two weeks prior to the RSVP date you should review registration numbers and determine if a follow up reminder should be issued via email or by telephone. If you have arranged catering then you should confirm your final numbers with them no later than one week prior to the event. Refer back to Section 2 for more information on hospitality and catering.
Marketing

If your event is open to the public you will need to develop marketing materials to promote to both an internal and external audience. Your budget should determine how much you have to spend on this. When developing marketing materials, whether a poster and/or a flyer together with web based information, it is important that the material reflects the University’s brand and visual identity. Therefore Creative Services should be used for the creation and production of all print and online materials.

You need to create a project brief at the earliest stage in planning (ideally a few months before the event in order for the team to take this forward in good time, and submit this to the Creative Services at creativeservices@dundee.ac.uk

You should also ensure that the marketing material includes the following information:

- Event name
- Speaker details
- Presentation title
- Date
- Time
- Venue
- Cost (is it paid or free?)
- Call to action (i.e. how to register) (use a short URL – contact the web team for this)
- Contact details

When having items designed please request images which are suitable for use on social media and digital signage as well as any printed material.

If you are preparing a power point presentation for your event, you can download the guidelines detailing the brand framework and how they should be used at https://www.dundee.ac.uk/brand/

If you have any queries regarding the production of marketing materials that are not covered in this guide then please contact Martin Dobbin, Head of Creative Services, at m.z.dobbin@dundee.ac.uk

Promotion

There are numerous ways to promote your event including:

- Advertising
- Social media
- Direct mailings
- Media relations (press release/editorial)
- Web based publicity
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<th>Internal Promotion</th>
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<td><strong>Comms plan</strong></td>
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| **Website**        | - At the earliest opportunity, submit details of the event to: [https://www.dundee.ac.uk/events/submit/](https://www.dundee.ac.uk/events/submit/) This can be updated later if all details are not yet known.  
- If appropriate, promote on own School web pages (through your school marketing manager) |
| **Poster Distribution** | - Display posters around key locations on campus. *Please see Appendix 2 for a list of locations.*  
- For external poster distribution, please contact the events office for information by emailing [events@dundee.ac.uk](mailto:events@dundee.ac.uk) |
<p>| <strong>Staff &amp; Student Email/Internal Comms newsletter listing</strong> | - Consider asking to have your event included in the Internal Communications newsletter. Contact <a href="mailto:internal-comms@dundee.ac.uk">internal-comms@dundee.ac.uk</a> |
| <strong>Social Media</strong>   | - Contact <a href="mailto:internal-comms@dundee.ac.uk">internal-comms@dundee.ac.uk</a> about promoting your event on University of Dundee social media channels. |
| <strong>TV Screens</strong>     | - These are mostly controlled by Internal Comms. Digital signage versions of posters can be sent to them at <a href="mailto:internal-comms@dundee.ac.uk">internal-comms@dundee.ac.uk</a> |</p>
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<th>External Promotion</th>
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<tr>
<td>Listings (often free)</td>
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<tr>
<td>There are many free external sites you can advertise on. Here’s a selection of the most popular ones.</td>
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<tr>
<td>• Gumtree - <a href="http://www.gumtree.co.uk">www.gumtree.co.uk</a></td>
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<tr>
<td>• The List – <a href="http://www.thelist.co.uk">www.thelist.co.uk</a></td>
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<tr>
<td>• Dundee City Council What’s On - <a href="http://www.dundeecity.gov.uk/events/">http://www.dundeecity.gov.uk/events/</a></td>
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<th>Direct Mailings</th>
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<tr>
<td>• Target your desired audience (develop a ‘hit list’) direct by sending general marketing material via post or (preferably) electronically if you have a database of contacts.</td>
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<tr>
<td>• Contact <a href="mailto:Internal-Comms@dundee.ac.uk">Internal-Comms@dundee.ac.uk</a> if you wish to send out information via email, they can advise on the suitability and use of Campaign Monitor to do this.</td>
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<tr>
<td>• The Alumni office can support in targeting relevant alumni to attend events where appropriate – contact Pamela Lawrence, Alumni Officer on <a href="mailto:p.k.z.lawrence@dundee.ac.uk">p.k.z.lawrence@dundee.ac.uk</a> for info</td>
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<th>Media</th>
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<td>• Press release – The Corporate Communications office at the University can assist with preparing and issuing a press release – Our Head of Corporate Communications is Roddy Isles; <a href="mailto:r.isles@dundee.ac.uk">r.isles@dundee.ac.uk</a></td>
</tr>
<tr>
<td>• The Corporate Communications office can also speak with journalists and local media to seek editorial coverage or an interview with your key speaker should it be appropriate.</td>
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If you would like promotion of your event via social media on the day then speak to Internal-Comms, well in advance.

If you require photography or videography at your event on the day then please speak to Martin Dobbin, Head of Creative Services well in advance. He will be able to advise on availability and procedures with regard to obtaining the consent of this attending. Email m.z.dobbin@dundee.ac.uk or phone 01382 384037.
6. Set-up

Creating the right ambience at an event, particularly if it is a social event, is important and requires careful planning. Again, your budget will determine what you can spend on certain aspects of creating the right ambience i.e. food, theming, branding, entertainment etc. You should consider the following:

- Menu for formal dinners – using seasonal produce and ensuring a vegetarian option.
- Choose wines to compliment your chosen menu.
- Always offer a non-alcoholic option to wine at both dinners and drinks receptions.
- Produce a seating plan for formal dinners with relevant branded table plans, place cards and menus available for guests ease.
- Appoint a host(s) for each table and liaise on key messaging for the event and briefing of guests in attendance.
- Produce individual place cards for formal dinners.
- Arrange centerpieces (floral) for tables at a formal dinner.
- If appropriate (i.e. at a networking event) provide name badges for all attending guests that are in a clear, easy to read font and branded accordingly.
- Ensure that the reception desk or area is easily located for attending guests.
- Provide a cloakroom area (manned if possible) for all guests if your event is a conference or networking event and the venue allows
- Ensure adequate support staff for ushering guests to the right locations, seating at dinner and facilities within the venue.

When using external suppliers (i.e. florists, a/v companies) you are required to use an approved supplier of the University. Details on all approved suppliers can be found on the procurement webpages - [https://www.dundee.ac.uk/procurement/](https://www.dundee.ac.uk/procurement/)
7. Health & Safety

**General Safety and Risk Assessment**
The health, safety and welfare of those attending and involved with your event is essential and will ensure the event runs smoothly. The first, and possibly one of the most important, steps is proper preparation as we have outlined in this document. From a safety point of view, a specific health and safety risk assessment is an excellent place to start and should always be completed ahead of your event. For events that will involve members of the public Safety Services have a specific policy which can be found on their website at: [https://www.dundee.ac.uk/safety/policy/general/spa58-2014/](https://www.dundee.ac.uk/safety/policy/general/spa58-2014/). This includes a useful example of a health and safety risk assessment which can also be tailored for other events too.

**Fire Safety**
Ensure that any event venue, within or out with the University has a suitable and sufficient evacuation procedure in the event of a fire and that the event organiser(s) is familiar with the procedure as well as where the fire exits are located.

For events on campus the University’s fire management and evacuation procedures can be found at [https://www.dundee.ac.uk/safety/policy/fire/](https://www.dundee.ac.uk/safety/policy/fire/). Any fire evacuation procedure must ensure there are sufficient staff to assist with the evacuation in the form of fire wardens and marshalls. These individuals should be assigned prior to the event and should be competent to carry out their duties.

**First Aid**
In the event of a medical emergency a suitably competent person must be available to assist. In low risk event environments, such as talks/lectures etc, this can be a suitably trained ‘appointed person’. In a higher risk event involving workshops or laboratory activities for example, the person will need to be a trained first aider. For clarification, an ‘appointed person’ is a trained person who is nominated to take charge of first aid arrangements such as being responsible for the first aid kit and calling an ambulance in an emergency. A first aider, in comparison, is someone who is qualified to give first aid treatment in the event of an injury or illness.

**Accident Reporting**
If any health and safety incidents occur at your event please report them using the usual online incident reporting system on the Safety Services website.
[https://www.dundee.ac.uk/safety/](https://www.dundee.ac.uk/safety/)

This includes:
- An incident leading to injury or ill health
- An incident which could have led to injury or ill health
- An actual fire or a fire alarm activation

**Special Hazards**
If the location or activity which constitutes your event presents any special hazards such as laboratory/workshop activities, working at height, open flames or machinery/equipment which requires careful consideration, please contact Safety Services for specialist advice.
8. Itineraries and briefing notes

Itinerary
When dealing with a number of suppliers, both internal and external to the University, it is important to clearly and concisely communicate the logistical details to all involved in the event. It is recommended that an event itinerary is prepared and issued to staff, suppliers, hosts and speakers involved in the event. Some recipients (i.e. speaker or host) may not require information on the certain logistical aspects of the event such as the venue set up and catering and this can be tweaked for each recipient. This document should be emailed one week prior to the day of the event to give suppliers adequate time to plan and organise resources for the set up and on the day of the event.

Final changes can be made the day before or on the day if necessary and communicated to suppliers as appropriate. This will ensure that everyone involved is working to the same run sheet and makes it less likely for things to go wrong on the day.

A sample itinerary can be found in Appendix 3 but it should include full details on the following aspects of the event:

- Venues
- Room layout(s)
- Running order
- Catering (including dietary requirements)
- Audio Visual requirements
- Security/parking arrangements
- Staff/volunteer roles
- Other Important Information i.e. special displays involved in the event
- Event staff, supplier & venue contact details

Briefing notes
Briefing notes should be prepared ahead of the event for the host, speaker(s) and any key members of senior staff involved. As a general rule the following information should be given but please remember to tailor it accordingly for each party.

- Background to the event
- Information on Speakers/hosts including biographical details
- Key messaging – for speakers, this is not necessary, other than to provide info, if appropriate on the University’s research or position on relevant topic
- Include the event #tag in briefing notes and/or on template slides.
9. On the Day

The day of the event has finally arrived and you are setting up. There are some things that can be quite easily overlooked but are again important to the smooth running of the event:

- **Final Registration Numbers:** A final list of attendees for all aspects of your event should be printed and copies taken to the event for the registration desk and on site staff.

- **Event Briefing Update:** If there are any changes to the final Event Briefing Note these should be communicated to the required suppliers and staff at the start of set up i.e. changes in catering numbers, line up of speakers etc.

- **Directional Signage:** Prepare, and print directional event signage to be put up in and around the venue for attending guests, speakers and suppliers (this includes to lifts and WC facilities).

- **Reserved Seating:** Print and layout reserve seating signs for VIP guests, speakers and guests with disability requirements.

- **Venue Check:** Take time to walk around the venue(s) to check layout, cleanliness, fire exits, required equipment etc is all as it should be.

- **Technical Run Through:** Assuming time permits in the running schedule, make sure that audio visuals and the PA system are working properly and that any speaker presentations are uploaded in advance of the start.

- **Staff:** Ensure that all assisting staff are well briefed on their responsibilities during the event, familiar with the venue, have a copy of the running schedule to hand throughout and understand fire evacuation procedures. Make sure all key people have each other’s mobile numbers or walkie-talkies.

- **Registration Desk:** Ensure that the registration is set up well in advance of guest arrival. Name badges should be visible to guests and sorted by surname. This will be guests’ first point of contact and warm welcome should be offered. Use printed registers and/or electronic check-in as required.

- **Branding:** Ensure that all display stands with corporate branding (if used) are positioned in key locations with maximum exposure to guests and attending media without detracting from the speaker and event.

- **Stationery Box:** Pack a full box of stationery that you just may require on the day. This may include blu tack for signage, extra signage, pens, paper, sellotape, extra copies of the programme and essential contact information.

**Feedback**

As mentioned in Section 1, feedback and evaluation can be important in determining the success of your event, whether you met your expected outcomes and for knowledge of what did and didn’t work for future events. There are many different ways you can collect feedback such as including a feedback form in delegate packs if you’re hosting a conference, using clickers to gather instant answers to specific questions during the event or using electronic surveys (BOS) which can be emailed out as the event finishes. Whichever method you use the information you receive back can be invaluable.
# 10. Internal Contact Directory

## Booking a Venue

| **Central Room Bookings** | Book on line: [https://www.dundee.ac.uk/roombookings](https://www.dundee.ac.uk/roombookings)  
Email: roombookings@dundee.ac.uk |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| **Conference & Visitor Services** | Tel: 01382 386751  
Email: conferenceandhospitalityservices@dundee.ac.uk  
Website: [https://www.dundee.ac.uk/main/confacil/](https://www.dundee.ac.uk/main/confacil/) |
| **University House** | Email: hospitalityservices@dundee.ac.uk |
| **University Services** |  |
| **Domestic Services** | Website: [https://www.dundee.ac.uk/estates/facilities/cleaningservices/](https://www.dundee.ac.uk/estates/facilities/cleaningservices/) |
| **UoD IT** | Tel: 01382 388000  
Email: help4u@dundee.ac.uk |
| **Security and Parking** | Tel: 01382 385850  
Email: security@dundee.ac.uk |
| **Hospitality** | Hospitality Services  
Tel: 01382 384038  
Email: hospitalityservices@dundee.ac.uk  
DUSA  
Tel: 01382 384033/386026  
Email: cateringmanagement@dusa.co.uk |
| **Events office (for advice)** | Tel: 01382 385108/388154  
Email: events@dundee.ac.uk  
Web: [https://www.dundee.ac.uk/externalrelations/events/](https://www.dundee.ac.uk/externalrelations/events/) |
<table>
<thead>
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<th>Corporate Communications</th>
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</thead>
<tbody>
<tr>
<td><strong>Marketing</strong></td>
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<tr>
<td><strong>Internal Communications</strong></td>
</tr>
<tr>
<td>(newsletters, email, TV screens and social media advertising)</td>
</tr>
<tr>
<td>Email: <a href="mailto:internal-comms@dundee.ac.uk">internal-comms@dundee.ac.uk</a></td>
</tr>
<tr>
<td>Website: <a href="https://www.dundee.ac.uk/externalrelations/internalcommunications/">https://www.dundee.ac.uk/externalrelations/internalcommunications/</a></td>
</tr>
<tr>
<td><strong>Corporate communications</strong></td>
</tr>
<tr>
<td>(press and media)</td>
</tr>
<tr>
<td>Tel: 01382 384768</td>
</tr>
<tr>
<td>Email: <a href="mailto:press@dundee.ac.uk">press@dundee.ac.uk</a></td>
</tr>
<tr>
<td>Website: <a href="https://www.dundee.ac.uk/externalrelations/pressoffice/">https://www.dundee.ac.uk/externalrelations/pressoffice/</a></td>
</tr>
<tr>
<td><strong>Branding</strong></td>
</tr>
<tr>
<td><strong>Creative Services</strong></td>
</tr>
<tr>
<td>(for the production of print and online marketing materials)</td>
</tr>
<tr>
<td>Email: <a href="mailto:creativeservices@dundee.ac.uk">creativeservices@dundee.ac.uk</a></td>
</tr>
<tr>
<td>Website: <a href="https://www.dundee.ac.uk/externalrelations/design-print/">https://www.dundee.ac.uk/externalrelations/design-print/</a></td>
</tr>
<tr>
<td>Brand webpage: <a href="https://www.dundee.ac.uk/brand/">https://www.dundee.ac.uk/brand/</a></td>
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**APPENDIX**

Event evaluation form

Internal poster location listing

Event checklists

Sample itinerary

Risk assessment form
Event Checklist

Ideally, you should start to plan an event at least 2 months in advance of the proposed date. Here’s a quick step by step guide to the essential elements of event planning.

• Step 1 - find and book venue
• Step 2 - book catering for drinks reception/buffet
• Step 3 - book accommodation/travel for speakers/delegates
• Step 4 - send IT Services an email to book AV support, giving date, time and requirements
• Step 5 - contact design re marketing materials such as posters/leaflets, and tickets for the event
• Step 6 - send invites out at least a month before the event to invited guests, including a reply form (sample can be provided on request)
• Step 7 - display promotional materials throughout campus, and wherever else relevant, i.e. dentists, schools, doctors surgeries, libraries, and send email to events@dundee.ac.uk and press@dundee.ac.uk so event can be marketed throughout university online via an events email and the what’s on pages of the website. You should also put event on your school/college page.
• Step 8 - tickets should be made available at tower reception if a free ticketed event (good to ticket so you have an idea of numbers for catering)
• Step 9 - give catering final numbers and dietary restrictions if applicable as early as possible - try to give a week if possible before the event, and always account for losing 15% of audience if a free event.
• Step 10 - a few days before the event you should call to confirm av support, travel, accommodation etc, then send event itinerary round all parties involved (sample can be provided on request.)
• Step 11 - get a gift for the speaker if appropriate, and wrap, ready to take with you on the day.
• Step 12 - on the day, be at the venue early to put out reserved signs where your invited guests should sit, and ensure that everything is running smoothly on the AV and catering fronts, take copies of the itinerary with useful contact numbers attached to refer to. You should also take copies of the dinner list (if applicable), and dietary restrictions.
Appendix 2

Locations for displaying posters promoting your event

Tower Café next to the lifts
Basement IT suite notice boards
Student notice boards within the Tower extension (Level 1-4)
OTI Building
Ewan Building (notice boards are situated within the Civil Engineering department, through the glass doors on the right as you enter the building).
Main Library (please ask at reception)
School of Business, 1-3 Perth Road
Institute of Sport and Exercise (please ask at reception)
Scrymgeour Building notice boards
Dalhousie Building notice boards
DJCAD Reception notice board (please ask at reception)
Chaplaincy
Itinerary

Event title should go here

Date
Venue

Date – Pre Lecture
00:00 tbc  [Speaker] arrives at hotel/University building/other
16:00  Event staff arrive and set up lecture theatre and foyer in advance of event
16:00  VTecS to begin setting up LTs in advance of lecture
16:45  Student helpers arrive & lecture theatres open for seating
17:00  [Speaker] arrives at to [venue], met by [staff member, position]
17:05  [Speaker] completes AV check before lecture theatre opens for seating
17:30  [University host] arrives and goes to room ?? (ideally have another room booked
       where the host can meet the speaker and chat beforehand)
TBC  Build in time for a photo call if necessary
17:55  Last call for seating
18:00  Hospitality staff arrive, set up tables for drinks reception and pre-pour wine once
       lecture begins, starting with red

Lecture Programme
18:00  Audio housekeeping to be played
18:02  Welcome and introduction by [University host/appropriate person] (Lectern mic)
18:04  Lecture by [speaker, position] (Clip mic)
18:45  Begin Q&A, chaired by [appropriate person] (Clip mic)
19:00  Vote of Thanks by [University host/appropriate person] (Lectern mic)

[Flexibility of up to 10 minutes may be allowed for additional questions if there is sufficient interest]
[Questions from overspill theatres to be written on cards and submitted to the person chairing the
Q&A]

Post Lecture
19:05  Drinks reception for audience and invited guests in lower foyer
19:45  Invited guests depart to [dinner venue, address] for post-lecture dinner
20:00 approx  Seated for dinner
22:00 approx  Conclusion of dinner

[Details of speaker/guest departure should also be noted if special arrangements have been made.]

EVENT CONTACT LISTINGS

Add contact details of all event staff, student helpers, hospitality, travel, security, AV technician, any
other suppliers etc in this section.