

HOW TO: EVENTS

Holding an event at ANU is an excellent way to engage both the University's internal and external communities. Face-to-face communication creates a special atmosphere and builds the University's profile and sense of community by bringing people together across many different industries, disciplines and walks of life.

Events may be held specifically with communications goals in mind or they may be held for other reasons such networking, training, collaboration or celebration. Events at ANU take many forms, including exhibitions, concerts, morning/afternoon teas, seminars, public lectures (see our public lectures how to), workshops, dinners, cocktail parties, theatre performances and symposiums.

We've prepared this checklist to help you work your way through organising an event, but it doesn't replace getting in touch with us for help.

The checklist is a great way to keep track of your event plans and guide you through the different stages of planning your lecture (we even use it!).

WHY HOST AN EVENT?

Events can help you engage with the local community, alumni or students, share knowledge, inspire donors or attract future students.

Events are also an opportunity for ANU to engage with government, business and the public, to inform and educate the community, to showcase ANU research and successes, and to celebrate and connect with people across campus.

Before organising an event you should think closely about what your goal/s and objectives are and what needs to be done to achieve them. See some examples in the checklist below.

HOW SCAPA CAN HELP

Before you start to plan your event, it's a good idea to think about when to involve Strategic Communications and Public Affairs (SCAPA). SCAPA can help you maximise your event's potential, boost your outreach and make sure protocol is met. If the event is on our horizon then we can identify media and promotional opportunities or potential research collaborations to help you achieve your goals. If you think you need to invite VIPs it is very important that you contact us.

Benefits of engaging with our office:

- VIP/Ministerial protocol advice
- Broader communications leverage of event stories for news and recruitment purposes. This will help your event to 'live' longer and reach more people.
- Media opportunities
- Security
- Venue advice and coordination
- Executive briefing
- Targeted promotional support
- Video/photography services
- Invitation support
- Identification of specific audiences and how to approach them
- Measurement of success post event

Contact our Events and Public Lectures Coordinator on x54144 or email events@anu.edu.au

AT THE VERY BEGINNING

Event name:
Host:
Date and time:

OUTLINE YOUR GOALS AND OBJECTIVES

What is the reason for running this event? What do you want to achieve?

Keep in mind the differences between goals and objectives – goals are the achievement or accomplishment toward which your endeavour is directed, and objectives are specific targets within the general goal.

Goals <i>For example: Build stronger relationships with alumni</i>	Why is this a goal? <i>To increase awareness</i>
Objectives <i>For example: Increase email subscriptions by 10%</i>	Why is this an objective? <i>Shows stronger interest and engagement with ANU Community</i>
Target audience <i>For example: High School students</i>	Why? <i>To engage with students for future recruitment</i>

DECIDE WHO YOU SHOULD INVITE?

Having an idea of why you want to host a event and what your goal/s are will help you pinpoint who you should invite.

Some questions you should ask yourself:

- Who will be interested?
- Do you want to invite any VIPs? If so, you should get in touch with the VIP Visits and Protocol Coordinator, vip.visits@anu.edu.au
- Should a member of the ANU Executive be there? An Executive should be invited if any MLAs, MPs, Ambassadors, Foreign Dignitaries or VIPs will be in attendance.
- Is the event more focused on an internal audience?
- Is the event targeted at a specific group of academics, staff, students or alumni?
- Who needs to be there to achieve the goals of the event? For eg High School Students, Local Members etc.
- Is the event focused on building community relations?

SCAPA can help you identify who should be invited once you have contemplated these questions.

Guests <i>For example: Alumni, students, general public etc.</i>
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EIGHT WEEKS OUT

CONTACT SCAPA

Take a look at 'How we can help' for the benefits of engaging with our office. It is essential to engage with us early so we can plan and deliver the best possible outcomes for your event.

BOOK VENUE

Different spaces on campus are suitable for different types of events, for different reasons. If you're unsure of the most suitable venue for your event then give us a call.

Things to consider when booking an event include:

- How many people are you expecting?
- Location for where catering will be served
- Where you will set up a registration desk?
- What sort of audio do you need? avhire@anu.edu.au can help you book any additional audio equipment.
- Do you need any additional equipment such as a whiteboard or projector?
- Do you need to hire any additional furniture? Tables can be booked through venue.hire@anu.edu.au
More specialised event hire can be done through places like <http://barlens.com.au>
- Do you need to hire tablecloths? Your caterers should be able to help you with this
- Do you need to dress the venue up with flowers etc?
- Does your event date clash with other major events, conferences or similar events?

Venues on campus have different avenues of booking:

- Most venues in the JG Crawford Building crawford.marketing@anu.edu.au
- Most venues in the Coombs Precinct cap.bookings@anu.edu.au
- Venues in The John Curtin School of Medical Research jcsmr.reception@anu.edu.au
For most other theatres venue.hire@anu.edu.au
- ANU Commons commons@anu.edu.au
- University House lyn.north@anu.edu.au
- School of Art Gallery sofagallery@anu.edu.au
- ANU Chancelry Zdena.Jezek@anu.edu.au
- Venues at the ANU College of Business and Economics infrastructure.cbe@anu.edu.au

A list of theatres and capacity can be found here <http://timetable.anu.edu.au/bookings/availability.asp>

Venue details

For example: Address, details requested etc.

CATERING

If you plan on catering yourself or hiring external contractors you need to ensure you have appropriate insurance and approval <http://facilities.anu.edu.au/documents/functions-on-campus.pdf>

Most caterers will have taken our personal liability insurance but it's always good to double check.

We can provide advice on internal and external caterers.

Catering details

Who have you booked, what have you requested etc

PREPARE YOUR INVITATION LIST

- Decide if your invite will be hardcopy or via email. Collect your data/list, if you're looking to invite alumni or donors then get in contact with advancement.services@anu.edu.au for help
- Inform the VIP Visits and Protocol Coordinator, vip.visits@anu.edu.au if you would like to invite any ambassadors, politicians or VIPs
- How will you take RSVPs? If you are looking at capturing data to feed into Raisers Edge then contact advancement.services@anu.edu.au otherwise Eventbrite.com is our preferred system, we would be happy to show you how to use it.
- If you think your event needs a member of the ANU executive to be present then contact the VIP Visits and Protocol Coordinator, vip.visits@anu.edu.au who will help you determine who should represent ANU, request their attendance and prepare an executive briefing.

SIX WEEKS OUT

PROMOTE YOUR EVENT (UNLESS IT IS BY INVITATION ONLY)

Important things to think about when promoting your event are who do you want to target and why? The list below will help you come up with some ideas.

If you're new to ANU, it's worth getting in touch with the Marketing Office and booking yourself in for some brand/template training. This will familiarise you with the ANU brand as well as some basic knowledge in InDesign Software. This will help you to start creating your own flyers and posters.

For a targeted promotional strategy give SCAPA a call.

Possible ways to promote:

- **Billboard** – For general promotion among the ANU community. ANU staff, students or approved affiliates can post events, notices and classifieds on the billboard website. Events and notices must be related to an aspect of the University's research, teaching, outreach or administration.
- **Flyer/posters** – A flyer is only as good as the attention it grabs. Event flyers/posters especially have to stand out, since they're usually competing with a sea of other flyers/posters. Think about where and when you will use and distribute them. It is no good having a beautiful flyer that sits in a cupboard. SCAPA can provide advice on who to post your flyers to.
- **Social media** – Social media is playing an increasingly vital role in promotions, especially when targeting the 18-29 age bracket. We can help you target this audience. For access to ANU social media accounts contact SCAPA.
- **Newspapers/advertisements** – The outlet we use will depend on your target audience.
- **Media** – is your event 'newsworthy'? If so, SCAPA can help develop and implement a media strategy to support your event.
- **ANU newsletters** – SCAPA sends out three regular newsletters: the public lectures email to over 5,000 people who have registered for the email and What's On and On Campus to staff and students
- **Daily Capital**, an external website that sends a daily email to subscribers with events in Canberra
- **Your School's and/or College's website**
- **Local street press magazines** such as BMA

SEND OUT INVITATIONS

Things to consider before sending out your invitations:

- Will they be electronic or hardcopy? The ANU HTML template can be found here https://www.anu.edu.au/mo/content/html_email_templates For hardcopy invitations contact the marketing office on 02 6125 0794 or advertising@anu.edu.au
- Will they be sent out via Outlook or Net Community?
- Who will the invitation come from? If the VC or another member of the executive is hosting then the invitation should be sent on behalf of them through SCAPA.
- Will you send a reminder to those who have not RSVPd?
- How will you let people know about parking arrangements?
- Will you do name badges? If so, you will need to think about collecting salutations and affiliations

ORGANISE WELCOME TO/ACKNOWLEDGMENT OF COUNTRY

Where speeches/formal proceedings are occurring, a Welcome to Country or Acknowledgment of Country needs to be performed.

Information on how to organise a Welcome to Country:

http://www.dhcs.act.gov.au/atsia/welcome_to_country/how_to organise_a_welcome_to_country

Information on performing an Acknowledgment of Country: <http://reconciliation.anu.edu.au/>

TWO WEEKS OUT

PREPARE A RUNNING ORDER AND SHARE WITH TEAM AND SPEAKERS

Things to consider when preparing your running order include:

- Who will do Welcome to/Acknowledgment of Country?
- Who will introduce your speaker/performer?
- Who will open exhibition etc?
- Will you open the floor up to questions?
- Who will give the vote of thanks?

ORGANISE EXTRA STAFF (IF NEEDED)

If you decide to check names off at the door because the event is at capacity or exclusive.

You will need to ensure you have enough staff to do this without creating a backlog on the night. If you don't have enough staff to help you, then you may want to look at hiring some casual staff. For any event it is important that you set aside some time before the event starts to brief your staff. Also keep in mind it's important to mingle with your guests, especially if you are hosting events with an alumni attendance. Extra staff may also be needed if you plan on handing out name badges at your event.

SEND OUT A REMINDER (IF NEEDED)

How are your RSVPs looking? Do you need to send out a reminder email? You should keep in mind that there is usually a 20-30 per cent drop off rate from RSVPs to attendees.

ONE WEEK OUT



CONFIRM DETAILS

At this point you should confirm all the arrangements of your event, including venue hire, your speaker/s, entertainment and catering.

Things to confirm with your venue:

- Additional tables: For registration desk, print publications etc. (Remember to bring some tablecloths with you – if you haven't already hired them – so the tables look nice and tidy)
- Security – that the doors remain open until your event is finished, car parks will be cordoned off etc.
- Air conditioning/heating remain on during your event

ON THE DAY

Things that are useful to have at your event include:

- Banners, generic ANU banners can be borrowed from SCAPA
- Camera
- Signs, if it is a hard to find location or venue has moved
- Flowers
- Name cards, if you're having a panel discussion
- Publications/printed material for display (Contact Reporter@anu.edu.au to get some copies of ANU Reporter to hand out at your event)
- Doorstops, to keep venue doors open
- Tablecloths
- Clicker, to count attendees
- Slide changer/laser pointer
- Staff name badge
- Pens
- Run sheet
- Wording for Acknowledgment of Country

AT THE EVENT

(Be there at least 45 minutes before hand, you may need to be there earlier depending on the style of your event)

Depending on the format of your event, some of these may not be applicable, but can be used as a guide.

<input type="checkbox"/>	Meet with the speaker and host before the lecture
<input type="checkbox"/>	Brief staff
<input type="checkbox"/>	Set up flowers/other venue decorations
<input type="checkbox"/>	Set up banners
<input type="checkbox"/>	Check to ensure sound and lighting equipment is working
<input type="checkbox"/>	Make sure nothing is blocking the emergency exits
<input type="checkbox"/>	Put down reserved seating cards if required
<input type="checkbox"/>	Reserve an area for media if you have been told they are attending
<input type="checkbox"/>	Count attendees
<input type="checkbox"/>	Set up jug and glass of water for the speaker
<input type="checkbox"/>	Help with radio mics for Q&A
<input type="checkbox"/>	Thank speaker
<input type="checkbox"/>	Wait until venue is empty
<input type="checkbox"/>	Pack up and head home

Helpful tip: *If you plan on taking pictures of people at the event for publication, make sure you get their permission and a copy of their names*

AFTER THE EVENT

The biggest indicator of whether your event was a success or not is whether you met the goals you outlined at the very beginning of the process. Did you meet your goals? If not, why not? What would you do differently next time? Do you think the event achieved the expected goal/s and objectives?

Goals	How was this achieved?
<i>For example: Build stronger relationships with alumni</i>	
Objectives	How was this achieved?
<i>For example: Increase email subscriptions by 10%</i>	<i>People who RSVP'd were invited to sign up to newsletter</i>
Target audience	Did this target audience attend? How did you measure this?
<i>For example: High School students</i>	<i>People who RSVP'd were invited to answer how they found out about the event/age bracket through a survey pre or post event</i>
Other measures	
How many people attended the event?	<i>A head count was done at the event</i>

What other things did you achieve?	
If you were to run this event again, how might you change it?	

Do you have any general comments and were you satisfied with the service provided by SCAPA? You should let us know.