
UPEI Event Management Guidelines

A resource for stakeholders

Dated: April 11, 2019

UPEI Event Management Guidelines

Approved by Vice President, Administration & Finance

Approved on April 11, 2019

OVERVIEW

The following guidelines are authorized by the Office of Ceremonies and Events (“Office”) and contain the process and/or set of steps to plan a successful event once it has been approved by the Office.

These guidelines assist UPEI with:

- Outlining the process in which events are planned, as outlined in the procedures.

SCOPE

Compliance with these guidelines extends to events sanctioned by the University or held at the University facilities and applies to all University departments and units, staff, faculty, students, visitors, and other stakeholders.

PURPOSE

The Purpose of this document is to ensure:

- **Communication.** Ensuring that key stakeholders and departments on campus are aware when events are taking place.
- **Planning.** Planning is key to managing successful events.
- **Legality.** Ensuring that contracts and insurance are in place before executing an event, when necessary.

RESPONSIBILITIES

It is the responsibility of the Office to approve an event and then consult and advise when an Event Lead has questions pertaining to event planning.

As per the Policy, all University Community Members **must** consult with the Office and have the event approved before continuing the planning process of any event (with the exception of non-university events booked through Conference Services or Athletics and Recreation).

GUIDELINES

Staging a successful event requires a detailed planning and consultation process. The following event planning and management guidelines will help direct the Event Lead in organizing and executing a University Event once the event has been approved by the Office of Ceremonies and Events.

The planning process for events may involve the Event Lead assigning the responsibility for different tasks to a number of people.

Tasks often include:

- Convening an organizing committee and staff/volunteers to plan and execute the event
- Developing a budget/securing financial resources/fundraising
- Following safety and security guidelines and other relevant policies
- Arranging contracts and insurance when needed
- Arranging the venue space and set-up/tear-down for the event
- Arranging catering for the event
- Arranging accommodation and transportation for the event
- Organizing RSVPs/registrations/ticketing for the event
- Arranging ITSS/audio-visual needs for the event
- Requesting Senior Management's attendance and notifying Senior Management of Dignitaries attending
- Promoting the event: arranging for mass communications; design services to create products such as signs, printed or digital materials; photography
- Preparing for event day
- Conducting a post-event evaluation: collecting feedback and reporting on event outcomes to stakeholders

1. Organizing Committee, Staff, and Volunteers

a) Organizing Committee

The Event Lead might not necessarily be skilled in all aspects of event management, therefore they should aim to surround themselves with others who have a range of useful skills by creating an organizing committee.

The organizing committee will have three main functions:

- **Planning and Advising Function**

To assist and advise the Event Lead to formulate and execute the plan. Planning is generally better when ideas and issues are discussed in a small group environment. There is less chance of something being forgotten or overlooked when a group makes a decision rather than a single individual.

- **Supervising Function**

The organizing committee can assist in the process of managing the myriad of tasks that need to be done. Committee members, having a good knowledge of the event management plan, are well placed to provide training, supervision and assistance to other personnel involved in the organization of the event.

- **Executing Function**

Ideally the organizing committee is comprised of people with strong knowledge, skills and experience of events. If so, members of the organizing committee will often desire to directly carry out the event tasks or delegate to those they feel are appropriate.

b) Staff

As you coordinate the event, consider the appropriate tasks for staff to assist with in developing the event. Will you need additional assistance with the following aspects?

- Set-up
- Ushers/Greeters (hand out Information or programs)
- Ticket-Takers
- Crowd directors (stationed outside of facility to provide directions)
- Crowd supervisors (circulate inside and outside of facility to assist guests and make needed staffing adjustments for crowd control)

- Event parking attendants
- Signs (Print, post and take down)
- Registration
- Reception/Information Desk
- Coat Check
- Staffing of VIP's and speakers
- Music and AV
- Clean-up/Tear-down
- Volunteer Recruitment (see Volunteer Checklist below)
- Staffing the Office
 - For larger events it is advisable to designate a person back in the office to take any event related calls, pass along needed information to those on site, and be on general "stand-by" the day of the event to assist you should anything unexpected arise before, during, and after event

Who will brief staff, explaining to each what their specific tasks will be? Include the following information:

- Time commitment
- Specific responsibilities
- Dress code for the event
- Training and orientation of site if necessary
- Overtime or other compensation available to staff or others who assist with the event

c) Volunteers

If your department or student organization is interested in and able to obtain the assistance from volunteers there are important considerations to keep in mind to ensure good volunteer communication and participation in the event.

Consider some of the following elements:

- Identify all tasks that should NOT be assigned to volunteers. (Avoid assigning volunteers tasks that could result in injury or jeopardize the individual, group and cause University liability. If these volunteers consist of members of the general public, consult with the Office of Ceremonies and Events first to determine if volunteer activities are covered under the event's liability insurance.)

- Identify the actual tasks that would be assigned to volunteers.
- Determine the number of volunteers that will be necessary.
- Determine who will be responsible for recruiting volunteers and the time and costs involved in using this method to staff the event.
- Determining the level of experience and skill base:
 - Ask the candidate if they have prior volunteer experience.
 - Inform the candidate of the available volunteer positions for the event and inquire as to whether they have skills that might prove suited to a particular task.
 - Try to tie in the personal aptitudes of the individual to the task being assigned (example: if the event is expected to attract a large number of French speaking guests, a volunteer who speaks French could be helpful in certain areas).
 - Provide a comprehensive review of the tasks involved.
 - Ask the candidate whether this is a task that is preferred or not. (This is a good way to help avoid no-shows.)
- If recruiting students to volunteer, also inquire about the student's available time apart from classes, etc., to determine whether the scheduling would work.
- Once you have confirmed a candidate as a volunteer, obtain personal information on them such as name, address, telephone, email address, and emergency contact names and numbers.
- Some considerations when communicating with Volunteers about the Event:
 - Create a mini "job description" or outline of tasks for each volunteer task.
 - Include the name of the person that each volunteer must report to.
 - Create groups of volunteers based on the tasks involved so that they can know who is in their group and help out if necessary.
 - Introduce each group to the respective supervisor of the group.
 - Let volunteers know preferably in writing, of the date, time, location to report for the event. Also note how and when they can take breaks.
 - Provide a phone number to each of them so a volunteer can call in if they are unable to attend.
 - Advise volunteers of the dress code for the event.
- Allow enough time for a question and answer period.

2. Budget / Securing Financial Resources / Fundraising

a) Budgeting

Budgeting is a critical part of the event planning process. It is important to develop an effective budget from which you can rely on so appropriate decisions and adjustments, if necessary, can be made. An adequate budget is to be identified for all University events before other tasks are initiated. The budget should take into account expenses such as venue rental (off-campus events), catering, audio visual equipment, promotion/marketing costs and other relevant costs (listed below).

The Event Lead will be expected to manage the finances of the event and communicate with members of the planning group so that everyone understands what expenditures can and cannot be made. After the event, compare the budget outline with the actual expenses incurred. Proposed budgets should also be submitted to your department chair, dean, and/or director for initial review and approval.

Before making a commitment to hold the event, examine the financial elements involved, considering cost and the funds you have on hand for this event. If there is a shortage of funds, revisit your expectations and determine whether you wish to scale down and change the overall approach. You may also wish to consider whether financial assistance can be obtained from other sources (example: ticketing or registration fees, and co-sponsorships with other University departments – see more below).

For events in which a registration fee is required, registration fees should be decided based on total event expenses and a realistic number of delegates in order to reduce the risk of incurring a loss.

The University may receive specific funds or sponsorship to contribute towards the running of events. Where the funding is guided by a specific funding agreement, the Event Lead is responsible for meeting all deliverables set out in the agreement.

Building the Budget and Expense Checklist

Consider some of the sample items listed below. You may not need all of these and may have others you wish to incorporate into your budget:

- Printing (brochures, invitations, banners, signage, posters, handouts, registration materials)
- Postage, Assembly and Mailing fees
- Catering (Food and beverage for attendees and volunteers, and all related equipment)

- Rental items (chairs, tables, décor, pipe & drape, etc.)
- Audio/Visual equipment and Technical Support
- Custodial labor and Facilities Management fees (overtime)
- Facilities Usage Fee(s) (overtime or off-campus room rentals)
- Honoraria for Guest Speakers
- Other Special Guest Arrangements
- Travel, Hotel and Transportation (taxis, rented shuttles, buses, cars, mileage, meals, hospitality)
- Photography
- Video, Filming, Lighting, etc.
- Entertainment and Music
- Office and Staff Assistance
- Gifts, Plaques, Awards, Certificates
- Registration (staffing and setup)
- Nametags, badges, place cards, table number cards
- Other supplies specific to your event (decorations, pipe & drape, flowers)
- Parking
- Permits, Licenses, and additional insurance
- Security and Traffic control
- Additional Security, First Aid, and Ambulance (depending on number of guests)

[Budget Planning Template \[link\]](#)

b) Securing Financial Resources

The University welcomes sponsorship for events as it is particularly useful to reduce costs. However, consultation with the Office of Ceremonies and Events **must** occur prior to sponsorship opportunities being pursued either internally or externally. The Office of Ceremonies and Events will seek approval from the Department of Development and Alumni Engagement.

If sponsorship is secured, sponsor contributions may be acknowledged by:

- including the sponsor's logo on event materials
- allowing the sponsor to set up a display at an event
- mentioning sponsorship in any opening and closing address; and/or,
- offering free participation to a sponsor's representatives

Sponsorship or advertising from organizations or individuals that are engaged in business which is unlawful, unethical or damaging to public health and wellbeing will not be accepted.

The University will not accept sponsorship or advertising, or agree to any conditions of sponsorship, which may compromise its independence, or compromise the purpose of the event.

c) Fundraising

The University welcomes fundraising at events however, consultation with the Office of Ceremonies and Events **must** occur prior to the concept moving forward. The Office of Ceremonies and Events will seek approval from the Department of Development and Alumni Engagement.

3. Safety and Security

One of the key elements of executing a successful event is understanding the importance of safety and security. The Security Services division on campus are here to provide support and ensure a secure environment. It is crucial for them to know about the events happening on campus, especially those with minors attending, VIPs attending, alcohol being served, or events with over 30 people attending. There are also steps the Event Lead needs to take to ensure the event is as seamless and smooth as possible.

When planning your event and the space where you are holding the event, take into consideration the number of attendees coming to the event, the capacity of the room, the floor plan for the number of attendees, crowd control, and traffic flow. As Event Lead, be sure you are aware as to the Emergency Exits in the room/space you are booking. Also, be aware of the closest First Aid Station.

The capacity of spaces can be found in 25Live. The capacity will depend on what type of set-up is required. To ensure that a room/space will be large enough, please connect with the Office of Ceremonies and Events.

There will be extra precautions taken for the following events below, which could include additional insurance, and security. The Office of Ceremonies and Events may have the Manager of Security Services follow-up with a Formal Security Risk Assessment depending on the event.

Some examples would include:

- Large event (additional security added-on depending on the size of the event)
- Dignitaries attending
- Alcohol being served
- Minors attending
- High risk activities involved
- Risk of reputation

The University is primarily an academic institution and noise should be considered when holding events in classrooms/meeting rooms/venues near classes or lectures.

A reminder that the campus is Smoke Free as per the Policy.

4. Contracts and Insurance

Contracts

Contracts are not needed when dealing with other UPEI departments (e.g. residence services, athletics, etc.). Contracts may be needed when external parties become involved in an event.

Examples of when a contract **is** required:

- Fee-for-services greater than \$2,500 (e.g. event speakers/presenters)
- Fee-for-services involving high risk activities (e.g. transportation of guests, students, faculty, etc., where alcohol is involved, where minors are involved, physical activity/risk of injury)
- When event fees are being collected and shared between UPEI and another organization
- Receiving funds from a third party with financial obligations/reporting requirements

Insurance

All external groups must provide proof of Commercial General Liability Insurance of no less than \$2,000,000. This is sometimes higher depending on the event therefore it is important for the Office of Ceremonies and Events to consult with the Risk Management Office regarding an event to determine appropriate contract and insurance requirements.

5. Venue Booking, Arrangements and Accessibility

The University recognizes priorities for academic space prior to any other use. Event venues on-campus must be booked through the University's online booking software [link to 25Live] for events on campus well in advance (at least a month before forums/general events, several months before conferences). Factors to be considered when deciding on a venue include cost (holding it on-campus when possible), facilities (furniture and layout available), accessibility, and capacity.

Responsible departments for requests:

Conference Services is responsible for:

All space rental requests (please consult Space and Asset Allocation and Administration Policy), with the exception of the Sports Centre and Sports Facilities, which is through Athletics & Recreation;

All on-campus catering and accommodation requests; and

All online registration requests.

Facilities Management is responsible for all venue arrangements requests, including the logistical set-up and tear-down of any on-campus spaces.

Venue Booking

Facilities Management is responsible for the approval of internal venue requests through the University's online booking software [Link 25Live]. If the Event Lead does not have access to the booking software system, the space can be booked through Facilities Management at fmworkorders@upei.ca or (902) 566-0471.

When booking space, please remember to allow for the appropriate set-up and tear-down time (between the hours of 8 am to 4 pm) for Facilities Management before and after the event. For example: if you have an event starting at 8 am on a Tuesday, please book the room the afternoon before so that set-up can be completed on-time. If you have questions about how long a set-up will take, reach out to the Office of Ceremonies and Events for Facilities Management.

Venue Arrangements

The Event Lead must create work orders in the software program SchoolDude to order necessary logistics requests for Facilities Management. This includes everything from room set-up/tear-down (podium, staging, tables, chairs, special requests, etc.) to deliveries required for the event.

Work Orders must be entered at least 10 business days prior to the event, to allow time for the Facilities team to schedule necessary facilities staff and cleaning staff. It's important to remember to input a *separate* work order for the tear-down or 'reset' so that the room gets returned to its original layout when your event is finished.

All efforts should be made to choose a space with existing furniture that meets your needs. For specific floor plan requests and set-up options and to learn about the furniture that is available on-campus, please bring questions to the initial consultation with the Office of Ceremonies and Events.

Take into consideration *Plan B* options for the following events:

- If there needs to be a second indoor location for events meant to be held outside.
- If there needs to be a second time/day chosen in case of cancellations due to inclement weather.
- If there needs to be an overflow location if the event exceeds capacity.

To cancel or change a room booking, please reach out to fmworkorders@upei.ca with the reference number of the event from 25Live (For example: 2018-AACPKK). Note that any related work orders will need to be cancelled as well (by sending fmworkorders@upei.ca the work order numbers related to the cancelled event).

Venue Accessibility

The University has a legal obligation and an institutional commitment to ensure that its events, activities, programs and services are accessible to all members of the community, including persons with disabilities. In planning your event, consider whether it is wheelchair accessible.

Checklist for Planning an Accessible Event:

- Contact:** Did you include a message about how to request a disability accommodation in materials printed/promoted?
- Path of Travel:** Is there a step-free route from the parking lot (disabled parking spaces) to the building entrance? Is this pathway clear of obstructions/barriers and suitable in all weather conditions (i.e., rainy/slippery)?
- Entrances:** Is the primary entrance wheelchair accessible? If not, see *Signage*, below.
- Signage:** If the wheelchair accessible entrance is not the primary entrance, put a sign on the primary entrance saying where the accessible entrance is.
- Restrooms:** Be familiar with where the nearest wheelchair accessible restrooms are located.

Room Setup:

- Rooms/Auditoriums:** Are all rooms wheelchair accessible (i.e., elevators available for upper levels)?
- Chair Setup:** When a room does not have fixed seats, keep in mind that wheelchair locations should be *integrated* with other seating areas. (thus, chairs removed should be interspersed - front, middle, back, sides of room, etc.).
- Tables/Information:** Tables used for registration, interviewing, information display, or other services/goods should be between 28"-34" from the floor to the top of the table.

If guests will be seated at the tables, knee space should be at least 27" from the floor to the bottom of the table.

- **Materials:** If overhead projections, easels, or dry erase boards will be used, it's helpful to provide everyone with the same information in hard copy format.
- **Food & Beverages / Info Booths / etc.:** Keep the following measurements in mind if you will be providing food or drink, information, registration, use of machines/equipment, etc. at tables or booths:
 1. *Table height:* 28"-34" from floor to top of table. If you must have some foods placed higher than 34", be sure that at least a portion of such foods are available at the lower level.
 2. *Aisles:* At least 36" wide for maneuverability, and up to 44" wide if goods/services are available on both sides of an aisle.
 3. *Knee space:* 27" from floor to bottom of table, if guests will be using tables for eating, writing, interviewing, receiving services, etc.
 4. *Cables:* Covers should be used over electrical cables or cords that must cross over aisles or pathways. Cable covers should be no more than 1/2" thick in order for wheelchairs to traverse across them.

Prepare your event staff so that they will be able to answer the following frequently asked questions. If you do not know the answers to any of the following questions or have other questions about disability accommodations at your event, please contact the Office of Ceremonies and Events.

Q: I have a province-issued disabled parking placard. Where is the nearest parking area?

Know ahead of time where the nearest parking area is. Disabled placards can be used in any marked parking space on campus, with the exception of designated parking permit spaces. Know the step-free path from the nearest lots to your event location.

Q: I use a wheelchair. How do I get from [point A] to [point B]?

Familiarize yourself with stair-free pathways in the vicinity of the event (example: parking lot to main entrance) and to notable locations around campus, especially: Student Centre, Sports Centre, Library, etc.

Q: Where is the nearest wheelchair accessible bathroom?

Know ahead of time where the accessible bathroom is, and how to get to it from your event location.

6. Catering

All on-campus events are contractually obligated to use UPEI's Food Service Provider, Chartwells to serve food at their event. Requests must be completed through Conference Services, Chartwells, online [Link]. For questions, reach out to the Catering Manager at catering@upe.ca /902-628-4370. Please submit orders at least 10 business days in advance for smooth food preparation and scheduling of staff to attend the event.

When considering food and beverages at your event and working with Chartwells, keep in mind the following considerations:

- What is your food and beverage budget?
- Where on the floor plan will you serve refreshments and food?
- Confirm with the caterer that the service you are requesting can be done from the venue/space you have booked. Catering isn't available at ALL campus spaces and for plated meals the caterers need an ideal room close in proximity to prepare the food.
- Will you be serving alcohol? See Alcohol Safety Policy [Link] for more details.

PLEASE NOTE: If you plan to serve alcohol, review all relevant alcohol policies relevant - both University-wide and for the particular facility that you are using. Be aware of liability issues surrounding service of alcohol at events. Orders for alcohol **MUST** be done at least 7 days in advance to ensure for proper scheduling of staff who have the required training to serve alcohol.

- Be specific about how many services you expect to be performed (i.e., staffing, tables, chairs, table cloths, skirting, etc.).
- Who will select the menu and are there any dietary restrictions?
- How will you want the caterer to serve the food: buffet or seated dinner service?
- Set up an appointment with the caterer for a "walk-through" of the site, especially if you and/or the caterer is new and/or unfamiliar with the particular facility.
- Map out and confirm arrangements after the walk through to make sure all the requirements are being met.
- Confirm with caterer when final numbers are required and ensure there is a firm RSVP date with the guests attending.
- Confirm all details in writing.

If during the event you need to reach out to Chartwells, the signage at the event will have the Catering Manager's cell phone number, as well as the catering driver's cell phone number.

7. Accommodation and Transportation

If your event requires accommodation from May to August, Conference Services can help you book UPEI residence facilities for the guests attending. For the months of September – April, Meetings & Conventions PEI will help out Event Leads book hotels off-campus. They can be reached at info@peimc.com / 1-855-368-3688.

For inquiries around transportation, reach out to the Office of Ceremonies and Events.

8. Organizing RSVPs/Registrations/Ticketing

With some events, it is imperative to track RSVPs, to ensure you can prepare properly and execute a successful event. If you're unsure if you want to track RSVPs, please touch base with the Office of Ceremonies and Events in the initial consultation.

If an event requires a registration fee and an online RSVP system for this registration fee, Conference Services is responsible for all online registration requests. Please reach out to them at conference@upei.ca /902-566-0952 for guidance and next steps.

9. ITSS and Audio-Visual Services

Information Technology Systems & Services (ITSS) must be consulted at the Help Desk by the Event Lead if there are specific event requests (requests often include: projector, mic, background music, etc). Please email the Helpdesk at helpdesk@upei.ca or call 902-566-0465 at least 10 business days in advance of the event.

If ITSS cannot fulfill the event needs, an outside vendor will need to be booked for the event. Examples could include a panel requiring several mics, a mixer and a technician or video live streaming. ITSS can help recommend vendors and can provide consulting services to the Event Lead. Please email the Helpdesk at helpdesk@upei.ca or call 902-566-0465 at least 30 days in advance of the event if possible.

10. Senior Management and Dignitary Attendance

Senior Management Attendance

Some events will require that someone from UPEI Senior Management be requested to attend.

Here are the following guidelines to follow:

- Request their presence at the event at least one month in advance (they can find a substitute if they will not be available).
- Be clear on what the intention of them attending is:
 - To speak?
 - Participate?
 - Give welcome remarks?
 - How long do they have?
- Ensure they are up-to-date with the information pertaining to the event or conference so that they can speak authentically and are well prepared.

Dignitary Attendance

As mentioned in the Event Approval Procedures and Form, it's important that the Office of Ceremonies and Events and Senior Management be made aware of any guest speakers and dignitaries that will be attending events, so that they are aware of visitors to campus.

11. Promoting the event: Communications Services, Design Services, Photography, Signage

The Department of Marketing and Communications provides a number of communications channels, resources, and services by which to support and promote your University event. Please consult with the Office of Ceremonies and Events to learn more about the Marketing and Communications team.

Communications Services:

Communications officers will assist you in developing a strategy to spread the word about your event, both on campus and beyond, using a number of tactics including media relations, social media, and web-based tools such as the UPEI.ca events calendar, Campus Screens, Campus Notices, Campus Connector. Please consult with the Office of Ceremonies and Events to learn how to engage the Communications team.

Internal Promotion

UPEI.ca Events Calendar: All University Events should be posted on the online events calendar (upei.ca/events), the University's web-based event calendar system, a minimum of 10 business days prior to the event to increase attendance and awareness of the event. If the event is not open to the public and/or has exceeded capacity, the event calendar posting is to provide information to the campus community, or anyone externally who comes on the website, to learn more about an event they are attending.

To submit to the events calendar, please complete the submission here:

<http://www.upei.ca/communications/service/submit-campus-notice>

Campus Notices: The daily Campus Notices are posted on the University website and are emailed daily to primarily staff and faculty who subscribe to the system. If you would like to highlight your event in the daily Campus Notices, please complete your submission here: <http://www.upei.ca/communications/service/submit-campus-notice>

Campus Connector: If you would like to highlight your event in the Campus Connector, UPEI's bi-weekly subscription e-newsletter, you can complete the submission form here: <http://www.upei.ca/communications/submit-upei-story-media-or-campus-connector-e-newsletter>

External Promotion

If you would like to highlight your event externally, through a press release, news ad or in a publication like the Buzz, the Communications department can provide guidance. It is important to do this early in the planning process, to ensure you meet deadlines before a medium goes to print. Please contact the Communications team at communications@upei.ca.

Design Services:

UPEI Marketing and Communications includes a professional design team to help you create and produce event promotional materials. Examples of products may include print and/or digital posters, brochures, certificates, temporary signs, advertising, and other materials.

Complete the Project Brief Form (link - <http://www.upei.ca/communications/project-brief-form>) and allow the team to take your ideas and create a plan to achieve your marketing and communications goals. Requests are to be submitted 10 business days prior to the collateral being needed in-hand.

Photography:

The UPEI Marketing and Communications team includes a professional Photographer who works with the UPEI community to obtain dynamic images for publications and presentations. Book the UPEI Photographer at least 10 business days in advance for an event by completing the Photography Request form online: <http://www.upei.ca/communications/service/book-photographer>

Signage:

The Office of Ceremonies and Events has a limited amount of temporary, generic directional signage available if you require exterior signs to direct people into the proper parking areas or to buildings. UPEI pull-up banners are also available to use at indoor events. Please contact the Office of Ceremonies and Events for more information, and to book/borrow these assets.

If you place temporary signage and/or posters on walls, please only use painter's tape and poster putty on walls. Please remove (and return) any signage and/or décor within 24 hours after the event.

12. Preparing for Event Day

On the day of the event, be sure as the Event Lead to arrive early. Here are some tasks to consider on the day of the event:

- Gather staff/volunteers for a full briefing
- Circulate contact list with mobile numbers to all staff/volunteers
- Review chain of command in case of emergency
- Place event signage
- Organize registration area
- Bring event day materials/hand-outs
- Ensure set-up is complete
- Ensure AV/IT is set-up
- Ensure emcee and speakers have speaking notes
- Compile a list of when key participants should arrive
- Post-event be sure to tear-down any décor, remove any signage, etc.

13. Evaluation

The University conducts evaluations of its events as a matter of good practice and continuous improvement. This is also frequently a requirement of funding agreements. As such, event evaluation is to be considered as part of the planning process.

The specific evaluation process used may vary according to the nature of the event or the requirements of funding agreements. Please consult with the Office of Ceremonies and Events to set this up during the planning stage.

Event feedback is to be collated into a short report for distribution to the appropriate stakeholders (report format and distribution may vary according to event type and specific funding agreements).

Attendance of the event should be tracked, recorded and compared to similar events held in the past.

The Event Lead of Major and Institutional events are required to present their work plan and to submit post-event observations and recommendations to the Office of Ceremonies and Events.