



UNSW Events Manual

Never Stand Still

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INTRODUCTION

Purpose

The UNSW Events Manual has been designed as an internal document for University of New South Wales staff responsible for the co-ordination of events, meetings, conferences or gatherings on the main Kensington campus. It is also a reference tool of suppliers, contractors and key UNSW staff that can assist the co-ordinator to run a safe, professional and successful event.

The UNSW Events Manual covers:

- managing guests of honour and VIPs (from invitations, to welcoming them on the day)
- establishing a University-wide standard for the execution, promotion and delivery of events
- the wonderful University resources on your door-step, including *UNSW Marketing Services, Venues and Events, Facilities Management, Media and Communications, the Office of the Vice-Chancellor and Deputy Vice-Chancellors*, and the *UNSW Foundation*.

This manual is designed to give UNSW employees the tools to manage events at Kensington but much of the information here is transferable to other campuses.

How to use this Manual

Where you see a DEPARTMENT or SERVICE in capital letters, you will find the contact details and URL link to that department in the EVENTS CONTACT LIST in the back of the UNSW Events Manual.

BACKGROUND

The University of New South Wales' vision is to be Australia's leading international research university with a reputation for excellence in scholarship, learning and the student experience; producing successful and professional events for the University is an integral part of this mission.

Every year, UNSW hosts hundreds of events. Everything from information evenings, expos, and Courses and Careers days, to graduations, concerts, fundraisers and awards dinners. Most events held at UNSW are housed in the conference and teaching facilities managed by *Venues and Events*, the business unit which supports the University's Centrally Allocated Teaching Spaces (the CATS Rooms), commercial conference and events venues, theatres and auditoriums.

On the Kensington campus, these include the:

- *John Niland Scientia Building*, a purpose built and multi-award winning events centre with a cinema, up to 400 guest banquet hall, flat floor conferencing and seminar room facilities;
- *Sir John Clancy Auditorium*, 945 seat auditorium;
- *Science Theatre*, an 825 seat performing arts proscenium arch theatre;
- *Mathews Theatres and Pavilions*;
- *AGSM Building* Conference and Residential Centre (includes a 44 room hotel for residential programmes; and
- 250+ *Centrally Allocated Teaching Space (CATS)* lecture theatres and seminar rooms.

UNSW also has a conference and executive education facility in the CBD at 1 O'Connell Street:

- *The UNSW CBD Campus*, flat and tiered conference and seminar room facilities

UNSW Event Management

If you are organising an event in one of *Venues and Events'* venues, then many of the operations and logistics covered in this manual will be managed by the Events Officer and/or Theatre Technician assigned to your event

This includes:

- Rubbish removal, cleaning of the venue, liaising with the caterer and event suppliers, signage, security, building and room access, in-house AV, parking and maintenance.

If you are not hiring or booking a venue but still require event management assistance, Venues and Events offer an EVENT MANAGEMENT SERVICE for an hourly fee.

UNSW Internal Events Form

Venues and Events have designed an on-line INTERNAL EVENTS FORM to help you with the details covered in this Manual and provide you with a framework to help the event co-ordinator plan their event.

What is the Event Co-ordinator's responsibility?

As the event organiser or “event owner” it is your responsibility to ensure the event runs smoothly and achieves the desired outcomes for your School, Faculty or Centre [“Unit”]. Some imperatives for the Event Co-ordinator or Manager include:

- outlining and articulating the event objectives
- managing the budget, particularly for unforeseen events or attendances
- producing accurate and targeted guest lists, invitations and communications strategy
- evaluating and measuring the success of the event

We hope you find the UNSW Events Manual useful if you have any suggestions, issues or burning questions, please don't hesitate to contact us:

Enquiries

For venue bookings, catering, accommodation, event management and or technical advice, please contact UNSW Venues and Events on 51515

Email: venuesandevents@unsw.edu.au

Or visit www.venuesandevents.unsw.edu.au

BEFORE YOU START

Before you start down the path of organising the event, it is useful to ask some questions about **why** we are organising the event in the first instance and explore any possible alternatives.

The reason for this is events:

- are expensive;
- often held for historic reasons rather than tangible ones;
- require a lot of organisation and stakeholders' time (consider your MC and VIPs diary);
- use valuable physical and environmental resources; and
- can be held on-line, via video-conference or using new media and IT technology

A good place to start is by measuring the opportunity cost of holding the event. That doesn't just include the usual outgoings but the time and resources involved, and its possible effect on the environment. Through this process you may discover that there is a more effective way of achieving the same goals, such as advertising or a dedicated public relations campaign. If you decide to proceed with the event, consider the most appropriate format for achieving your objectives: is it a lecture, cocktail party, or both, or seminar, lunch forum, launch or unveiling?

Once you have established this, you should also now be able to clearly articulate the aim of the event and provide some framework for how the success of the event will be measured.

From here you should start planning the most important reason for hosting the event and that's **who** is going to attend – who is the audience?

Who to invite?

Establishing the audience is critical to meeting the financial and strategic objectives of the event. Whether it's an event for students, staff, the Executive, high value donors, the public, alumni or an enrolment drive for new students, it will affect your budget and the type of event you host?

If your event is suited to Alumni, donors or potential donors, ensure that you have consulted the Development Team in your unit and/or members from outside your department. The UNSW FOUNDATION is the department responsible for UNSW's philanthropic activities and they can provide information and advice on what else the University is doing or planning to do, with the UNSW group you are targeting.

Should we invite the Vice-Chancellor or Chancellor to host (MC) or attend?

Whether or not a member of Council, the Executive, VCAC (the Vice-Chancellor's Advisory Committee), the Vice-Chancellor and/or Chancellor is required to attend or host (MC) the event, will usually depend on how the event aligns with the University's strategic priorities.

Events that satisfy this include:

- Supporting research, the Scientia Professors Lunch
- Recruiting high calibre students, the High Achievers' Reception
- Improving the student experience, Welcome to New Students
- Strengthening engagement with key stakeholders, Heads of State or VIPs of influence or significance, Presidents of a partner university, University patrons or benefactors

For more information on the University of New South Wales's strategic priorities visit http://www.unsw.edu.au/sites/default/files/documents/UNSW3268_B2B_Design_AW3.pdf or ask for a copy of the B2B Blueprint to Beyond.

Any requests for the Vice-Chancellor's or Chancellor's attendance at an event should be recommended by a member of the Vice-Chancellor's Advisory Committee where possible. If you are unsure, the OFFICE OF THE VICE-CHANCELLOR (VCO) can assist. Be sure to contact them in the early stages of your event planning.

Any invitations to UNSW Council are sent out by UNSW SECRETARIAT SERVICES.

Inviting VIPs, Key Note Speakers or MCs

If your event has a 'key note speaker' then it's likely that person is of public significance and an expert in their field of research or discipline. If that is the case, then it's important to ensure the invitation to the VIP comes from the right UNSW Representative.

Consultation with your Supervisor, the Dean, the Dean's Executive Officer, Head of School, or Unit Director's office will assist with this. Once again if you're unsure and the person or persons you are inviting are politicians, celebrities or captains of industry (ie. CEOs, Directors, Chairpersons) then check with the OFFICE OF THE VICE-CHANCELLOR (VCO). They may determine that the invitation should be issued directly by the Chancellor or Vice-Chancellor.

Ensure that throughout the event preparations, on your invitations and most importantly on the day of the event, that there is a single point of contact for your VIPs, Key Note Speaker and/or MC.

IMPORTANT: If you are organising an event with VIPs of social, economic, cultural or political significance, independent of VENUES AND EVENTS, it is VERY important that you notify the VCO and SECURITY

For advice on FLAG PROTOCOL, see the Office of Protocol and Special Events (OPSE).

The OFFICE OF THE VICE-CHANCELLOR can also provide you with a specific VCO Protocols Document to assist you with preparing briefing documents, invitations and communications for the Vice-Chancellor and/or Chancellor.

Compiling the guest list

Prepare a guest list and be sure to include, where relevant:

- guests of the speaker
- the host (UNSW representative) and guests
- a representative from the media and communications office
- sponsors, donors and guests

Hint: *If places are limited at your event, consider having two invitation lists and release the second round of invitations, after the RSVPs close for the first.*

If a Central Unit of the University is organising an event for the wider UNSW Community, like MARKETING SERVICES' Wallace Wurth and Jack Beale Memorial Lecture Series. The central unit should provide to the Faculty/School the format they would like the guest list information returned in. This will assist in avoiding duplicate invitations going out and managing the central database.

VIPs

When non-central units (Schools/Faculties/Centres) are requested to provide a list of VIP invitees, this should consist of senior staff, donors and external contacts. University staff occupying administrative or support positions are not included in this category.

Central Database of key UNSW stakeholders

For accurate contact details for key UNSW stakeholders (ie VCAC, former VCs and Chancellors, Council members, Scientia and Emeriti Professors, Alumni, Patrons etc). Please see GUEST LIST or DATABASE

PLANNING AND ORGANISING THE EVENT

Event Planning Checklist

The Event Planning Checklist is designed as a reference document to assist the Event Coordinator to navigate the event logistics and deliver the event on time and within budget.

Name of Event:		Date:		
Event Coordinator:				
Activity	Date Actioned	Person Responsible	Confirmation Received	Date Completed
Event Objectives Determined				
Budget drafted				
Event Brief drafted				
Ticket price set				
Guest Speaker/s confirmed				
Date of Event confirmed				
Sponsor(s) confirmed				
VIPs attending - VCs Office Notified				
VIPs attending - Security Notified				
Guest List including VIPs	Compiled			
	Distributed Internally			
	Duplications Removed			
Checked date in Uni-Wide Calendar				
Venue Booked				
VIP Venue Booked				
Wet Weather Contingency				
Parking				
Wheel chair accessibility				
Invitations	Designed			
	Approved			
	Printed			
	Distributed			
RSVP Management				
Tickets issued				
Running Order (See Event Brief for an example)				
Publicity/Advertising				
Media				
Catering confirmed				

Presentation content				
AV requirements				
Audio or Video Recording				
Internet access confirmed				
Mac or PC presentation				
Correct Fonts installed				
Sound check confirmed				
Mics for audience Q & A				
Entertainment				
Photographer				
Registration/name tags etc				
Seating Plan				
Reserved Seating				
Gifts for Speakers				
Decorations				
Press kits/show bags				
Transport				
Accommodation				
RSVP closing date				
Final numbers confirmed with Caterer				
Signage Coordinated				
Cloaking required				
Umbrella stands required				
Briefing Notes for Speakers				

Event Brief

The Event Brief can be a planning/working document for the Event Co-ordinator or a high level document for the Host or MC to work from. It should summarise the event and the running order and if necessary contain MC/Host Briefing Notes.

Depending on the content of the Event Brief, distribute it to the event stakeholders prior to the event date and bring copies on the day. Naturally, discern who you give the Event Brief to, if it contains a lot of detail, sensitive information or details that pertain just to individuals. Often too much detail can confuse the crew and your Speaker. Ultimately, the Event Coordinator is the “Stage Manager”, so you need to ensure the event runs to schedule and the Speakers know where they have to be – the paperwork won’t do this for you.

Example Event Brief

Event Title

Status of Event Brief (draft/2nd draft/final)

Prepared for:

Prepared by:

Event	
Date & Time	
Location	
Sponsors	
Hosts	
Guests	
Event Manager	
Apologies	

Description and Purpose of the Event

Running Order

Time	Action
	Access to venue
	Bump in commences
	Cleaner on site
	Caterer on site
	Security on site
	Media on site
	MC/Host on site
	Technician on site
	Sound check commences
	Guest arrival
	Background music or performance commences
	Food and beverage service commences
	Food and beverage service stops
	Background music or performance stops
	MC/Host introduces Key Note Speaker – MC Notes
	Key Note Speaker Presentation commences
	Presentation concludes
	MC/Host thanks speaker – MC Notes
	Food and beverage service commences
	Background music or performance commences
	Bar closes (generally 15 minutes before guest departure)
	Background music or performance stops
	Lights up (if necessary)
	Guest depart
	Crew depart
	Venue secured

Budget

Prepare a draft budget, and be mindful that 100% Fringe Benefit Tax is payable for any UNSW staff members attending 'entertainment style' events (ie. taking guests out for dinner or staff celebrating a milestone). This may effectively double your catering costs. If you don't have sufficient funding for a particular style of event, consider revising it or combining the event with another one.

Event sponsorship can also assist to minimise costs, and help promote and strengthen the event. Contact [UNSW FOUNDATION](#) before approaching a potential sponsor. Be very clear about your obligations under any sponsorship agreement and ensure that these are followed through.

Consider your largest expenses and approach appropriate sponsors ie. catering, accommodation, travel expenses.

Sample outdoor event budget

	No.	Cost Per person	Total
FOOD - 3 food stations, 2 bars, 2 coffee carts			
Work Station, BBQ, Salad and Ice Cream Bar			
DRINKS			
Non-alcoholic cocktail on arrival			
Beverages on consumption (beer, wine, champagne, juice, soft drinks, poppas for kids)			
EQUIPMENT			
Equipment hire - Class Occasion Hire (includes ovens, glassware, BBQ, stove, trestle tables, linen, rubbish bins)			
3m x 3m pagoda marquees for food stations and bars			
band stage and AV			
Power, cabling, contingency			
ENTERTAINMENT			
Band			
FURNITURE			
UNSW to supply			
STAFF			
Technician x			
Security x			
Set up crew x			
Photographer			
Catering supervisor x			
Function waiters x			
Bar persons x			
MARKETING			
Press kits			
Total			
GST			

Sample cocktail party budget for 100 staff with FBT

Item	Estimated Cost (\$)
Venue Hire (GST exempt) includes events officer, technician, cleaning and furniture set up	\$ 672.00
Invitation – design and printing	\$ 50.00
Catering \$22.36 pp	\$ 2,236.00
Wait staff and equipment hire	\$ 500.00
Beverages on consumption	\$ 750.00
Entertainment	\$ 600.00
Total EX GST	\$ 4,808.00
FRINGE BENEFITS TAX 105.61% of ex GST total	\$ 5,077.73
GST	\$ 408.60
ESTIMATED EXPENDITURE	\$ 10,294.33

UNSW Purchasing Policy

****Extracted from Section 11 of the existing UNSW Purchasing Policy****

Be mindful of the UNSW Purchasing Policy when gathering quotes for AV, Event Production, Catering and other Services.

For categories where no 'UNSW Preferred Supplier' exists, there are monetary thresholds as follows:

- Values up to \$2,000 (ex GST)

No specific quote requirements. The principle of best value for money shall apply. Verbal and/or written quotes may be obtained if desired

- Values between \$2,001 and \$10,000 (ex GST)

A minimum of three verbal or written quotations must be obtained, and noted or attached to relevant documentation

- Values between \$10,001 and \$100,000 (ex GST)

A minimum of three formal written quotations on business letterhead must be obtained (from three or more different suppliers)

Accessibility and inclusion

Is the event inclusive?

Ensure your event is accessible. Consider the needs of people from culturally diverse groups or people with limited mobility. This will affect how you decorate the venue, whether you serve alcohol, the catering, wheel chair access to the venue and stage (if they are presenting, performing or winning an award), all these factors and many more should be considered in the planning stage.

How will the event impact on the UNSW Community?

If your event is taking place during session, consider the impact it may have on UNSW staff and students: in terms of parking, accessibility, disruption and noise on campus.

How to avoid the event clashing with another Faculty or School

Ensure other events or activities are not scheduled to take place at the same time as they may attract the same audience. Contact MARKETING SERVICES that manages the Uni-Wide EVENTS CALENDAR to cross-check your event with the schedule and apply for your event to be placed on the Calendar.

Booking the venue

Consider the size venue you will require based on the expected number of attendees and book the venue/s at the earliest possible time by contacting VENUES AND EVENTS

Venue checklist

Here is a list of items to consider when booking a venue:

- disabled access, not just to the venue but the stage if the person is presenting or receiving an award
- the availability of public transport
- access to parking and cost
- whether you need to arrange for the venue to be cleaned (ie. you are holding your event in a teaching space during session)
- whether it can accommodate all your events requirements (ie. audio-visual equipment, exhibition space and access for catering and toilet facilities)
- catering and AV contractors
- venue hire terms and conditions (deposit requirements, deadlines)

Floor plans, maps, venue inclusions and technical specifications

For any venue managed by Venues and Events, floor plans, various room set ups, campus maps, technical specifications, access for deliveries and guests, can be found on the VENUES AND EVENTS website. For other venues, the administrator of the venue should be able to assist.

Venue for VIP networking or private events

At major UNSW events, often arrangements are made for a 'VIP only' area allowing VIPs and members of UNSW's senior management group, select donors and invitees to network. VIP arrangements may take place pre or post the official event.

Outdoor venues

FM ASSIST process and approve all OUTDOOR EVENTS. Requests must be made a minimum of 10 days prior to the event for barbecues and information tables. Special Function requests are required at least one month in advance. If the event, or elements of the event are to be held outdoors, take into account wet/ hot/ windy weather and determine a contingency plan. Consider how you will inform guests should you need to change venues. See

Consider staging for the event, for example a podium for the speaker, PA for speeches, lighting, background music, University branding and/or any additional furniture that might be required.

Depending on the size and location of the event you may need to consider the following resources, all of which can be found in the EVENT CONTACTS LIST:

- CLEANING
- HIRE COMPANIES
- FENCING, TRAFFIC MANAGEMENT
- GARDENS AND GROUNDS (SPRINKLERS ETC)
- GENERATORS, POWER DISTRIBUTION
- MARQUEE HIRE
- RUBBISH REMOVAL
- SECURITY

OHS, Identifying Risk

When events take place in the public realm (outdoors or in common areas) or in a space that is not managed by UNSW, or involves an activity with a degree of risk, it may be necessary to undertake a Risk/Hazard Assessment for each activity involved with the event and then implement appropriate risk management controls.

An example of such an activity is: moving large equipment to a venue on trolleys (or forklift), through a heavy pedestrian traffic area. Risk management controls for such an activity would include:

- High visibility clothing for staff involved
- OHS site induction of contractors moving the equipment
- Traffic management items like witches hats and temporary fencing to create a corridor for pedestrians
- Approval from Facilities Management (Engineering) that the ground the fork lift is travelling over can bear the weight
- Signage and notification to all relevant stakeholders, when and where the activity is taking place and offering alternate routes or options
- Supervision by SECURITY and the Event Coordinator or UNSW Representative
- An alternative solution offered, should the activity at any time be deemed too risky or posing unnecessary risk to pedestrians

If you're not sure if a Risk Assessment is necessary, contact your local OHS Co-ordinator or the OHS, WORKERS COMPENSATION unit for more information and to download forms.

Invitations

Designing Invitations

Invitations may be produced in-house or externally depending on the event's size, purpose and budget. GRAPHIC DESIGN and PRINT SERVICES can assist you with this.

Ensure the design of your invitations conveys the tone of the event and make sure all information including spelling and honorific's are clear and signed off. If issued in the name of the Chancellor or Vice-Chancellor, the invitation will require pre-approval from the VC's office.

Ensure you use the University's correct logo which may be downloaded from myUNSW.

Non-transferable invitations

If an invitation to an event is issued by (or on behalf of) a member of Senior University staff, under no circumstances is the invitation transferable. It may be prudent to note this on the invitation.

Invitation checklist

Html, printed, phone call or letter invitations all have the same thing in common, they must communicate the:

- Title of the event
- Official host of the event
- Date and time of event
- Name of the venue and directions or a map of campus
- If refreshments are being provided (particularly if the event is across a meal time) AND who guests should direct special dietary requirements to
- Parking or public transport information
- RSVP date and to who (if necessary)
- Wet weather option in the event of rain, if the event is outdoors
- Faculty/School/Unit logo
- UNSW logo
- Whether it may be transferred to another invitee

When to send out invitations

Generally, invitations should be issued 5-6 weeks prior to the event. You may wish to send out a "save-the-date" invitation well in advance of the official invitation; particularly if the printing/design of the invitation is running behind, due to a delay in the sign-off/approval process.

Hint: Well organised and planned events can fail if the invitations don't go out on time. Never underestimate the time it takes to draft, have approved, print and mail invitations. Use the **Event Planning Checklist** to help you with this process and stick to your time line.

Managing RSVPs and Tickets

Not all events will require people to RSVP, *particularly* large publicly advertised events. Some events may only require people **who are attending** to RSVP, if that is the case don't forget to mention this on your invitations ("Please only RSVP if attending").

Consider how you will collect and acknowledge RSVPs, particularly in any staff absences (ie. forward phones, multiple copies of RSVP list etc).

If available or the budget allows, you may decide to invite guests to RSVP or register interest in the event on-line. MARKETING SERVICES are currently developing this facility for use by non-central units and Schools/Faculties.

Determine how you will give priority to VIP guests should they RSVP late.

As a rule, **all catered events must have an RSVP date** and a contact for dietary requirements.

If you are issuing tickets, plan how you will send them out i.e. posted to attendees in advance, via email or collected from an office prior to the event. Never issue more tickets than the maximum seated capacity of the venue.

Planning for “no shows”

Depending on the event, certain factors like the weather, time of year, day of the week etc will affect attendance at your event. Try and benchmark your event with other UNSW functions that target the same or a similar audience, this will help you to book the appropriate venue and prepare your budget.

Here are some general guidelines to managing attendance at your event but MEDIA AND COMMUNICATIONS or VENUES AND EVENTS may be able to assist further:

- If Media coverage is important to your event then hold it during business hours and avoid Mondays and Fridays (and the weekend naturally)
- If it rains and the event is free, you will lose around 30-35% of your attendance
- School holidays or days either side of a long weekend are poorly attended
- The more notice, and the more reminders you send out, the better the attendance
- Make the event easy to get to: Offer to pay for PARKING, transfers to and from the event or look into scheduling additional public transport with Facilities Management.

Promoting the Event

Media and Communications

The event organiser's first contact should be with MEDIA AND COMMUNICATIONS to discuss promotion of the event to internal and external stakeholders, refer to their website for a current list of contacts.

Advertising and Marketing Services

To advertise in UNSW student publications, contact Arc @ UNSW, see ADVERTISING IN STUDENT PUBLICATIONS;

or to promote it in the student newsletter "The Lowdown", contact Academic Administration, PVC (Students) see ADVERTISING IN STUDENT PUBLICATIONS; and to book external advertising space, contact UNSW Marketing Services, see ADVERTISING

Listing your event on the UNSW Corporate website

If your event is open to the public, it may be suitable for listing on the UNSW corporate website. Go to the EVENTS CALENDAR page on the UNSW website, click on "add event" and complete the on-line form.

Your event may then be included in an e-mail to a database of approximately 20,000 subscribers one fortnight and one week prior to the event date. If you have any queries, contact Marketing Services.

Electronic Signage

To apply to have your event listed on the 3 external electronic signboards around the Kensington campus, email ELECTRONIC SIGNAGE with the message you would like to have appear.

Please ensure the message is brief and provide a website address that is easy to remember or a phone number so people can obtain further information. UNSW MARKETING SERVICES staff can assist you with wording the message.

If you would like to advertise your event on the electronic signage on Library Walk, opposite the Botany Street carpark, see ELECTRONIC SIGNAGE – these signs are managed by Venues and Events.

Merchandise, Programmes and Press Kits

Consider providing guests with a Press Kit with the media-release, programme etc, and any other relevant event or UNSW related material. GRAPHIC DESIGN and PRINT SERVICES can assist you with this. Include names and titles of all speakers and those of any performers in the programme.

At events that have a defined exit-point, consider distributing the bags/packs to guests as they leave so that they don't have to hold onto them for the duration of the event. MEDIA AND COMMUNICATIONS and/or MARKETING SERVICES may be able to assist you with developing your press kit and providing you with additional marketing collateral.

Briefing Notes for Speaker(s)

Welcome to Country

The Traditional Custodians of the Land, usually a senior representative of the local Aboriginal community, should undertake the WELCOME TO COUNTRY Ceremony. However, this is dependent upon the event. Please see below an example of a typical Welcome to Country:

"I would like to welcome everyone here today and begin by acknowledging that we are here today on the traditional land of the Aboriginal people. I would like to pay my respects to the Bedegal (pronounced Bed-ji-gal) people that are the Traditional Custodians of this land. I would also like to pay my respects to the Elders both past and present and extend that respect to other Aboriginal and Torres Strait Islanders who are present here today.

This University is surrounded by two important Aboriginal communities – the Eora Nation from the City area and the Bedegal people from La Perouse and Botany Bay. It is important to remember that although many people were moved from the area in the past that it still is a place of spiritual significance"

An alternative to the "Welcome to Country" Ceremony is an "Acknowledgement of Country". It is a way that UNSW can show respect for Aboriginal culture and heritage and our relationship with the Traditional Custodians of the Land on which UNSW stands.

At the beginning of the official proceedings, the MC or Speaker often begins by Acknowledging that the event is taking place in the Country of the Traditional Custodians: UNSW often uses:

"In welcoming you, we acknowledge the Gadigal People of the Eora Nation on whose traditional land we are gathered, and their elders, past and present, the custodians of this land."

Speaking Notes - Requirements for the Chancellor and Vice-Chancellor

Please supply to the OFFICE OF THE VICE-CHANCELLOR detailed speech notes covering the following points:

- List the dignitaries and VIPs the Chancellor/Vice-Chancellor should acknowledge, with their full titles and affiliations and brief biography. If the event is a conference, highlight any keynote speakers.
- The number of people attending and a broad outline of the audience make up.
- The message you would like conveyed regarding the reason for and importance of the event and if relevant the history, current situation and issues, and where to from here.
- UNSW involvement (a chance to highlight UNSW in this context), regional/global significance and consequence.
- Top UNSW researchers in the field and what have they done (if this is the case).
- Any other points you would like the Chancellor/Vice-Chancellor to highlight, including acknowledging sponsors, donors and volunteers

This may also be used as a guide when preparing Speaker's Notes for other senior University staff and MCs.

Staffing

Once the Event Coordinator has allocated the event planning responsibilities, you may need to arrange some agency staff, student ambassadors or volunteers to assist. See WAITERS, AGENCY STAFF & SET UP CREW.

All staff working on the event should be easily identified. Consider using t-shirts or other clothing, brightly coloured lanyards or name badges to assist attendees in finding event staff.

Registration

Not all events will require registration or name tags. Name tags are only useful if your guests have time to network. Nearly all VIP or networking drinks will have registration and name tags so guests can be easily identified.

When designing name tags, make the first name as large as possible so they can be read from a distance and that you have the following:

- a registration table that is large enough to lay out the tags spaciouly
- a supply of blank name cards and pens, consider having a label printer and laptop at the event, to print additional name-tags if required
- a minimum of two staff attending the registration table – one to greet and assist, the other/s to check off names, create tags etc

Consider colour-coding name-tags for VIPs so they are easily identified.

EVENT SERVICES

Accommodation

If required, book and budget for accommodation and transport for VIPs, Key Note Speaker's and special guests, and ensure any special requirements are met. Venues and Events have a comprehensive list of ACCOMMODATION partners on the website, with competitive UNSW Rates, developed in conjunction with UNSW Procurement.

UNSW Hotel Rates can be extended to any member of the public attending a conference, meeting or event at UNSW; they do not have to be staff, students or alumni.

Audio-Visual Support and Technical Requirements

Check all technical requirements with your presenters and speakers and if possible get a copy of their presentation and any video or audio content they would like to display, well in advance.

Keep in mind that presenters work with many different fonts, software platforms, aspect ratios, often with sound, digital and live streamed content and more, so allow ample time to prepare and run through the presentation and check if your Presenter and/or MC would like a sound check prior to proceedings.

Events taking place within venues controlled by Venues and Events will be assigned a Technician, see AV SUPPORT. They will assist with the provision of:

- Microphones
- Lectern
- Video
- Data projection, screens
- Laptop
- Audio recording
- Staging
- Theatre lighting and sound
- Internet access
- Vision mixing and more

For filming the proceedings, the Media and Communications Office have prepared a practical step-by-step guide. For more information, see FILMING AND VIDEO RECORDING EVENTS.

When planning your stage set up, ensure sufficient space for dignitaries and speakers when seated on stage and do not seat people directly behind the lectern. Also consider how people will enter and exit the stage and how long it will take (placement of stairs, wheel chair ramps etc), particularly with awards ceremonies – you don't want a bottle neck or a 4 hour presentation.

If using data projection, consider designing transition slides that introduce speakers and a welcome and conclusion slide. Contact **MARKETING SERVICES** for assistance with the presentation of the UNSW brand and logo.

Hint: Establish how you are going to communicate with your technician on the day of the event, you may need to assign a staff member to assist with this or use mobile phones or 2-way radios.

Catering

See CATERING SERVICES for a list of Caterers that regularly work at UNSW.

Consider the predominant religion of your audience, for example vegetarian (Hindu), halal (Muslim), kosher (Jewish) and if offering alcoholic beverages ensure that non-alcoholic drinks are also offered and water is available to guests and speakers on stage.

Also, consider the sex and age ratio of the audience, for example if there are a lot of males attending your event you might consider “starchier” style dishes or different beverages.

Confirm what equipment the Caterer is providing and any specific parking, power, back-of-house and water requirements they may have. Also confirm when the Caterer requires final guest numbers, usually a week prior.

IMPORTANT: the John Niland Scientia Building, AGSM Building and CBD Campus have production kitchens that require an exclusive Caterer during operational hours. The current contract Caterer to these venues is Gastronomy Australia Pty Ltd. See CATERING SERVICES for details.

Alcohol - service or sale of

If you plan to serve or sell alcohol at your event and the event isn't on licensed premises, it is recommended that you use a Gold License Caterer to manage the service of drinks.

If you want to serve alcohol yourself or employ staff to do so, the drink waiters must hold a current Responsible Service of Alcohol (RSA) Certificate. Further information is available from the NSW Office of Liquor Gaming and Racing.

Alternatively, hire WAITERS, AGENCY STAFF & SET UP CREW to manage this service for you.

Unlicensed premises do not need a liquor licence if guests are invited at no cost to them.

If you are charging guests for alcohol or a registration fee where the cost of liquor is included in the entry fee, and you are not using a Gold Licence Caterer, you will need to apply for a temporary licence through the Licensing Court http://www.olgr.nsw.gov.au/pdfs/L_F_LLSF.pdf

Parking

Parking on the Kensington campus is free on weekends and public holidays and after 7.30pm, weekdays. FM Assist administers PARKING on the Kensington campus and issues staff permits and *One Day Parking Permits* to staff and UNSW guests. FM Assist is located on Level 2 of the Mathews Building F23 and is open from 8:00am to 4:30pm, Monday to Friday.

If you wish to pay for parking for your guests, *One Day Parking Permits* or *scratchies* can be purchased from FM Assist and are valid in “UNSW Permit Holders Only” parking bays. The permit day/date/month must be “scratched” and clearly displayed on the dashboard of the vehicle and comply with the conditions printed on the permit.

Loading zones are available for deliveries for the period of time marked on the sign. Contractors delivering goods or drivers dropping off VIP guests are only permitted to park their vehicle for the time stated on the sign. For any special event parking requirements, contact FM ASSIST well in advance of your event.

In addition, there is Pay & Display Ticket parking at UNSW. Payments can be made in cash only and credit card.

- All day parking is on the upper floors of the Barker St and Botany St Parking Stations.
- Short Term Meter Parking is available through all Gates and is located on the ground level outdoor parking areas.

Parking infringements on the Kensington campus are authorised and processed by the NSW Government State Debt Recovery Office.

VIP Parking

All VIP Parking requests for Gate 9 are approved by the Vice Chancellors Office (VCO).

The VCO notifies Chancellery Reception of the vehicles authorised to park in the Gate 9 VIP parking bays.

Blue day parking vouchers are obtained from the VCO or Chancellery Reception for approved vehicles and are to be validated and displayed on all vehicles parked in Gate 9.

If for some reason a VIP is unable to display a blue day pass an email notification is to be sent to FAC SECURITY and cc to Helen Moustacas to ensure the vehicle is not booked.

For Special Events contact Helen Moustacas in PARKING (FM Assist) for assistance.

The following areas may be allocated to VIP parking:

- 3 Bays are available at Gate 8 – signs state “Reserved UNSW Council Vehicles Only”
- Additional bays are available in Gate 8 and Gate 11 Reserved Zones
- Additional parking for vehicles outside of the 10 VIP bays at Gate 9

Disability Parking

- Parking with a MPSM (Mobility Parking Scheme) permit is available at Gates 9, 8 and 11.
- Reserved Disabled Bays are not available to visitors.

Security

If required, additional security guards may be booked by contacting SECURITY during office hours.

EVENT PROCEEDINGS

Event Brief

Issue the host and/or Chancellor/ Vice-Chancellor and any senior University staff who are attending with the final run sheet and a complete guest list approximately one week prior. Include background information on dignitaries where relevant and Speakers Notes.

Provide a briefing for the Guest of Honour, Key Note Speaker or VIP including:

- relevant information about your Centre/School/Faculty/Initiative and UNSW in general
- the time and place of arrival - supply directions and a map, see [VENUES AND EVENTS](#) or the UNSW website
- advise who will meet & greet them
- information of any wet weather arrangements
- the names and positions of other official invitees who are attending
- a copy of the programme and run sheet
- an indication of the number of guests
- a description of the staging and AV setup
- what time the run through or sound check will be, if requested

***Hint:** on the day of the event it's unlikely you will be at your desk, so make sure you've given key people a mobile phone number and the details of anyone else they may need to contact. For large events with lots of stakeholders it may be useful to list the key people's contact details on the reverse of a lanyard or running sheet; or identify another communications strategy like two-way radios with the control room fielding calls.*

Pre-Event Checklist

Take the following documents to the event:

- Programmes
- Required copies of Event Brief
- Guest list
- Speeches and Speaker Notes
- Copies of all Presentations on CDR and USB flash drive
- Suppliers and key contacts list (see above hint)
- Additional copies of the Background details on VIPs
- Name badges with spare blanks and staff lanyards/name badges
- Uniforms
- Necessary stationary
- UNSW banners and cloths
- Directional signage, as arranged with venue (often they have A3 size display stands)
- Event signage, like dietary requirement notices, place cards, notifications (like switch off mobile phones), reserved seating signs for VIPs and Media etc

At the event

Provide event staff with a pre-event briefing so they are familiar with the venue including the location of toilets, evacuation procedures, evacuation meeting point location, disabled access and exit routes. Ensure all staff are clear on their individual tasks, the run sheet, the guest list, reserved seating, VIPs and who is managing each aspect of the event (ie. Catering, AV, the presentation stage, registration etc).

Assign staff members to meet & greet VIPs and speakers, to assist them with cloaking and being seated; distribute photos of VIPs if necessary.

Assign staff members to meet & greet Media and take care of their requirements.

Remind staff to not spend the event talking with fellow staff, request that they make conversation with guests who are obviously on their own or not engaged - no guest should be unattended, if possible.

Run through requirements with technicians, security, caterers and any other contractors.

After the event

Ensure all equipment, signage, registration and marketing material is returned and the venue is cleared, cleaned and secured.

Depending on the event, send thank you letters to VIPs if appropriate, and contact the OFFICE OF THE VICE-CHANCELLOR to send letters if invitations were issued either by the Chancellor or Vice-Chancellor.

The list used by registration staff to check off names should be entered into a database and cross-referenced with used and unused name tags and those created at the event. Inform the UNSW FOUNDATION about the attendance of any guests whose details they supplied.

Evaluating the Event

Determine whether the event objectives were achieved and assess the cost-benefit of the event.

Obtain feedback from participants and all those involved in running the event at a de-brief meeting or by using an on-line or print evaluation form.

Participants' feedback can also be obtained on the day with a sample survey or just by asking people for comments during the event.

Achievements and feedback should be summarised and documented for use in future planning.

SUSTAINABILITY - GREEN MEETINGS AND EVENTS

Events, large or small, can use a lot of resources and create a lot of waste. Holding an event in a sustainable manner can help promote your Unit and UNSW's commitment to environmentally sustainable practices and act as a showcase for environmentally friendly solutions. And what's more it can save UNSW money.

The scale of the potential savings to the environment and your budget are huge, consider for example hosting a conference in the Clancy Auditorium for 950 delegates and collecting name tags at the end for reuse or using water dispensers and biodegradable cups instead of plastic water bottles.

These savings apply to the public events arena too, consider how many parties take place on New Year's Eve in private homes and the amount of waste created; compared to a large-scale festival event that encourages sustainable catering and waste management practices and showcases these initiatives.

Depending on the nature of your event, you may just want a few ideas for inspiration, or a detailed approach guiding communications, priorities, and assessment. There are a variety of guides' available, details below. Here is a checklist of things to look for:

Location (venue and accommodation)

- Located for public transport and amenities
- Accessible for disabled people
- Venue aware of ways they can recycle, has environmental policy

Energy (including travel)

- Cars discouraged (unless car-sharing) - public transport, bikes and walking encouraged
- People informed about public transport arrangements
- Carbon offsetting by supporting renewable energy, energy efficiency and re-forestation

Food and drink

- Seasonal food used, sourced locally
- Animal welfare and biodiversity promoted
- Fair trade and organic food considered
- Food required calculated carefully, to avoid waste
- Bottled water avoided

Waste

- Waste reduced - no plastic cutlery and crockery (or recyclable), small sachets avoided, handouts limited, merchandise and paper conserved etc.
- Products reused - products hired, name badges collected etc
- Used, recycled and recyclable materials for gifts, decorations, exhibition materials etc

The British Standard

A new British Standard, **BS 8901:2007 Specification for a Sustainable Event Management System** has been specifically designed for the Events Industry in the UK but translates well to the Australian market.

This Standard sets out the requirements for planning and managing sustainable events of all sizes and types. It's complicated, but provides a systematic approach to addressing sustainability issues like:

- climate change
- air quality
- water use
- land use
- biodiversity
- archaeology and cultural heritage
- emissions to water and land
- solid waste management
- procurement
- health safety and comfort
- security
- equal opportunity and diversity
- community engagement, local employment and skills, amenity, and viability

A copy of the Standard is available from the ENVIRONMENT UNIT or VENUES AND EVENTS

Visit the [ENVIRONMENT UNIT](#) for more sustainable initiatives and information on how UNSW manages pollution prevention, waste & recycling, energy consumption, water, biodiversity, design, construction and transport.

Check out the [Blue Green Meetings](#) website for more tips and hints for hosting greener meetings and events.

EVENTS CONTACT LIST

ACCOMMODATION

[Venues and Events](#) Customer Service 51515 venuesandevents@unsw.edu.au

ADVERTISING

[Marketing Services](#) Advertising Assistant 51698 marketingservices@unsw.edu.au

ADVERTISING IN STUDENT PUBLICATIONS

[Arc](#) Marketing & Advertising Executive 57666 reception@arc.unsw.edu.au

The Lowdown @UNSW Student Services 53106 Academic Administration PVC (Students)

AUDIOVISUAL SUPPORT (audio recording events, staging, lighting, complex AV)

[Venues and Events](#) Senior Theatre Technician 51515 venuesandevents@unsw.edu.au

[AV Express](#) (dry hire) Sales 1300 726 811 <http://www.avexpressonline.com/>

AV 1 Sales 9699 6400 enquiries@av1.com.au

Videoplus Sales 9690 3400 Lee@showcorp.com.au

[Haycom Staging](#) (complex events) Reception 9662 7986 ask@haycomstaging.com.au

[Microhire](#) (computer and ITS equipment) Sales 1300 667 095 sydney@microhire.com.au

See also, [FILMING & VIDEO RECORDING EVENTS](#)

AV SUPPORT IN CATS ROOMS (CATS lectern access, data projectors, OHP)

[Venues and Events](#) AV Technician 54888

BOOKING A ROOM OR VENUE AT UNSW

[Venues and Events](#) Sales 58324 venuesandevents@unsw.edu.au

[Venues and Events](#) CBD Campus 19444 venuesandevents@unsw.edu.au

[Venues and Events](#) AGSM Building 19230 venuesandevents@unsw.edu.au

CAR HIRE

[FM Assist](#) Customer Service 55111 fmassist@unsw.edu.au

CATERING SERVICES

Venues and Events	Sales	58324	venuesandevents@unsw.edu.au
Gastronomy	Catering Coordinator	8332 1000	catering@gastronomy.com.au
Packed Lunch	Catering Coordinator	8332 1080	orders@packedlunch.com.au
JG's Café	Café Manager	54983	
Biblio's Café	Proprietor	58253	
Bluestone Café	Café Manager	51295	
Library Lawn Coffee Cart & Stockmarket	Proprietor	9697 3438	brioso@bigpond.com
Quad Food Court	Catering Manager	9663 1644	info@thequad.com.au

For more Caterers visit the **Restaurant and Catering New South Wales** website at:
<http://www.restaurantandcatering.com/caterers.htm>

CLEANING

Cleaning Unit	Co-ordinator	53465	
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DATABASE SUPPORT

UNSW Foundation	Database Administrator	51569	unswfoundation@unsw.edu.au
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DECORATION

Decorative Events	Reception	8399 2299	info@decorativeevents.com.au
James Gordon Workshop	Reception	9439 3511	info@jgworkshop.com.au

ELECTRONIC SIGNAGE

UNSW esign boards Marketing Services	Marketing & Events Project Officer	52355	esign@unsw.edu.au
Library Walk signs Venues and Events	Events Officer	51515	venuesandevents@unsw.edu.au

EMERGENCY

Security	Control Room	56666	emergency@unsw.edu.au
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ENVIRONMENT UNIT

Environment Unit	Programme Coordinator	56940	
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ENTERTAINMENT

Music Performance Unit	Manager	54872	
Michelle Prideaux Entertainment	Sales Office	9987 4344	enquiries@prideauxentertainment.com
NHM Entertainment	Sales Office	9419 4200	info@nhmentertainment.com.au

EVENT MANAGEMENT

Venues and Events	Events Officer	51515	venuesandevents@unsw.edu.au
INTERNAL EVENTS FORM	Events Officer	51515	http://www.venuesandevents.unsw.edu.au/events/events_form.html
Great Southern Events	Reception	8338 8055	events@gse.com.au
James Gordon Workshop	Reception	9439 3511	info@jgworkshop.com.au
Team Event	Reception	9130 1844	events@teamevent.com.au

EVENTS CALENDAR

Events Calendar	Marketing & Events Project Officer	52355	marketingservices@unsw.edu.au
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EXHIBITION HIRE

Expo Hire	Customer Service	9645 7000	ehs@ehs.com.au
Harry the Hirer	Customer Service	9666 8699	info@harrythehirer.com.au
Moreton Hire	Customer Service	8394 8200	sydney@moreton.net.au

EXTERNAL VENUES

Sydney's Unique Venues Association	President	0425 214 843	info@suva.com.au
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FENCING (TEMPORARY), FORKLIFTS & TRAFFIC MANAGEMENT

Coates Hire	Sales Office	13 15 52	http://www.coates.com.au/products/default.aspx?S=50
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FILMING AND VIDEO RECORDING EVENTS

[Media & Communications](#) UNSW TV 52873 media@unsw.edu.au

FLAG PROTOCOL

[NSW Department of Premier and Cabinet](#) Protocol Officer 9228 5555 contact_us@dpc.nsw.gov.au

FLORISTS

Janina's Florist 9399 7236 Supplies AGSM Building
Royal Randwick

[Garlands Florist](#) 9357 7900 info@garlands.net.au
Surry Hills

[Susan Avery](#) Susan Avery 9363 1168 avery@susanavery.net
Woollahra

Organique Michelle 0411 500 331 michelle@mydesk.net.au
Roseville Cambridge

[Grandiflora](#) Saskia Havekes 9357 7902 shop@grandiflora.net
Potts Point

[Sticks and Wicks](#) Dean Lindsay 0404 566 341 deanlindsay247@gmail.com

GARDENS AND GROUNDS AT KENSINGTON CAMPUS (SPRINKLERS ETC)

[Facilities Management](#) Grounds Manager 54993

GENERATORS & POWER DISTRIBUTION (OUTDOOR EVENTS)

[Coates Hire](#) Sales Office 13 15 52 <http://www.coates.com.au/products/default.aspx?S=50>

GRAPHIC DESIGN

[Print Post Plus](#) Design Studio 52840

GUEST LIST DATABASE SUPPORT

[UNSW Foundation](#) Database Administrator 51569 unswfoundation@unsw.edu.au

HIRE COMPANIES (CATERING & EVENT EQUIPMENT, FURNITURE ETC)

[Class Occasion Hire](#) Sales Office 9674 5900 info@classoccasionhire.com.au

[Jacques Party Hire](#) Sales Office 9519 3369 info@jacquespartyhire.com.au

[Pages Event Hire](#) Sales Office 9533 9400 sales@pages.id.au

INTERNAL EVENTS FORM

INTERNAL EVENTS FORM	Events Officer	51515	http://www.venuesandevents.unsw.edu.au/events/events_form.html
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MARKETING SERVICES

Marketing Services	Marketing Officer	58310	marketingservices@unsw.edu.au
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MARQUEE HIRE

Class Occasion Hire	Sales Office	9674 5900	info@classoccasionhire.com.au
Pages Event Hire	Sales Office	9533 9400	sales@pages.id.au
White Umbrella Marquees	Sales Office	9332 2087	jock@whiteumbrella.com.au

MEDIA AND COMMUNICATIONS

Media & Communications	Media Office	52864	media@unsw.edu.au
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OHS, IDENTIFYING RISK

OHS & Workers Compensation	OHS Co-ordinator	52914	
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OFFICE OF THE VICE-CHANCELLOR

Office of the VCO	Office Manager	52788	
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OUTDOOR EVENTS

FM Assist	Customer Service	55111	fmassist@unsw.edu.au
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PARKING ADVICE AND VOUCHERS

FM Assist	Customer Service	55111	parking@unsw.edu.au
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PHOTOGRAPHY

Media & Communications	Media Office	52864	media@unsw.edu.au
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PRINT SERVICES

Print Post Plus	Design Studio	52844	printing@unsw.edu.au
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RUBBISH REMOVAL

[Facilities Management](#) Campus Services 56642

SECRETARIAT SERVICES

[Secretariat Services](#) Administration 53077

SECURITY

[Security](#) Control Room 56000 controlroom@unsw.edu.au

UNI-WIDE CALENDAR OF EVENTS

[Marketing Services](#) [Marketing Services](#) [Marketing Services](#) [Marketing Services](#)

UNSW FOUNDATION

[UNSW Foundation](#) Reception 53202 unswfoundation@unsw.edu.au

VENUES AND EVENTS

[Venues and Events](#) Customer Service 51515 venuesandevents@unsw.edu.au

WAITERS, AGENCY STAFF & SET UP CREW

Gastronomy HR Administration 0422 636 310 staff@gastronomy.com.au

WELCOME TO COUNTRY

[Nura Gili Indigenous Programs Centre](#) Administration 53805 nuragili@unsw.edu.au

If you have a supplier or service you would like to add to this list, please contact Venues and Events on 51515 or email venuesandevents@unsw.edu.au