



Office of Corporate Affairs

## **Event Management Guide**

July 2008

The National University of Inland Australia

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## **1. Introduction**

### **1.1 Purpose of this Document**

The function of this Guide is to provide:

1. A guide and support for managers and other members of staff to successfully plan and manage major events (see section 2.2 for definitions)
2. The background information to understand the broader University requirements for conducting major events across all campuses
3. Issues that need to be considered when planning a University major event
4. Useful details, contact information and web links for University resources and facilities

This Guide has been designed for major events hosted on and off Charles Sturt University's main campuses, however, the document also contains useful ideas and templates that will assist in the conduct of other events for the University.

For quick reference, please use the event checklist which can be found at the end of this document.

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### **1.2 Background**

Charles Sturt University frequently conducts events which reflect on the overall image and reputation of the University. It is therefore crucial that the highest level of professionalism is brought to their planning and management.

Regardless of the size and type, events play an important role in the positive presentation and positioning of Charles Sturt University to our local, national and international communities. Often involving senior academic, business, community and Government representatives, events are an opportunity to showcase and build on the University's corporate and community profile and reputation.

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## **1.3 General Enquiries**

For general advice on conducting events, or in organising Major Events, please contact:

University Relations Unit  
Office of Corporate Affairs  
Tel: (02) 6338 4834  
Internal: 84834

## 2. Planning the Event

### 2.1 The Brief

Obtaining or preparing a detailed brief of the proposed event from the person who has asked you to organise the event (most likely your manager) is the first and most important element in organising any event.

The brief should set out:

- aims and objectives of the event
- available funding and/or anticipated revenue
- likely size and target audience
- key elements of a marketing and promotions strategy
- Issues for special consideration (security, VIPs, dietary needs, wet weather contingency plans etc.)

The brief should outline the purpose of the event and confirm the person responsible for the planning process and coordination of the event on the day. Try to gain as much information as possible as it will make your role easier in the long term.

A sample event brief template is included in Appendix 7.2.

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### 2.2 University Protocol

Where the Chancellor, Vice-Chancellor, Ministers, distinguished guests or media are involved it is essential that certain requirements are met. This will assist in developing strategic approaches to issues and risk management, fostering key external relationships and developing maximum media coverage of the event.

The following outlines the protocols and procedures for planning a major event. The definition of a 'major event' and VIP follow.

#### **Protocol**

1. Protocol requires that invitations to VIPs (see definition below) to attend any University event be issued by the Chancellor or Vice-Chancellor.

Where invitations are to be issued in the name of the Vice-Chancellor, a request must be sent to the Executive Officer, Office of the Vice-Chancellor ([hmckinnon@csu.edu.au](mailto:hmckinnon@csu.edu.au)) for approval to issue the invitation. The Executive Officer will consult with the Vice-Chancellor on approval of the invitation. If approved, a copy of the final invitation must be sent to the Office of the Vice-Chancellor ([hmckinnon@csu.edu.au](mailto:hmckinnon@csu.edu.au)) for approval **prior to distribution**.

Where invitations are to be issued in the name of the Chancellor or the University Council, a request must be sent to the Manager, Corporate Governance ([lbreen@csu.edu.au](mailto:lbreen@csu.edu.au)), for approval to issue the invitation. The Manager, Corporate Governance, will consult with the Office of the Vice-Chancellor to decide whether the invitation should be issued by the Chancellor, Vice-Chancellor or in some other way. If approved, a copy of the final invitation must be sent to the Corporate Governance Unit ([lbreen@csu.edu.au](mailto:lbreen@csu.edu.au)) for approval **prior to distribution**.

2. The protocol also applies if the Chancellor or Vice-Chancellor is expected to have an official role or to host the event, even if the invitation is not proposed to be issued in the name of their respective offices.

## Procedures

3. Letters inviting VIPs to participate in any University event should be signed by either the Chancellor or Vice-Chancellor, as appropriate.

Sufficient time should be allowed for the letter to be sent to their office, signed and returned for mailing.

Invitations to members of the University Council to attend events **must be sent to the Corporate Governance Unit ([lbreen@csu.edu.au](mailto:lbreen@csu.edu.au)) in the Office of Corporate Affairs and not directly to members of the University Council**. This ensures that the Office can make appropriate arrangements regarding travel and accommodation and reviewing invitations for priority.

4. A synopsis of the event should be forwarded to the Manager, University Relations ([jhudson@csu.edu.au](mailto:jhudson@csu.edu.au)) prior to the event. The synopsis should include the proposed date, time, duration and venue for the event, invitation list, as well as anticipated attendance figures and special arrangements.
6. A review of other University events (see 'Principal Dates') [http://www.csu.edu.au/acad\\_sec/manuals/qcontm.htm](http://www.csu.edu.au/acad_sec/manuals/qcontm.htm) and the Events Calendar at <http://news.csu.edu.au/director/events.cfm> should be undertaken to ensure that as far as possible no clashes occur with other major University events. In addition, checks should be made for availability in the Chancellor ([lbreen@csu.edu.au](mailto:lbreen@csu.edu.au)) or Vice-Chancellor's ([hmckinnon@csu.edu.au](mailto:hmckinnon@csu.edu.au)) diary.
7. Consider and review security issues in consultation with the Manager, Campus Services or Manager, Operations (Dubbo, Burlington) for the campus on which the

event is proposed. See section 2.4 'Security and Traffic' for more detailed information.

8. If your campus has flag poles erected either at the entrance or at another location, Australian, Charles Sturt University and various international flags are available through the Corporate Governance Unit of the Office of Corporate Affairs. For almost all VIP visitors, particularly international visitors, it is appropriate for flags to be flown.

See [http://www.csu.edu.au/division/vcoffice\\_new/oca/services/flag-orders.htm](http://www.csu.edu.au/division/vcoffice_new/oca/services/flag-orders.htm) for information on the appropriate flag, ordering flags and the rules regarding the display of flags. The Head of Campus may approve the flying of flags from external flagpoles of the University and will arrange to have the flags erected and taken down at the appropriate times by Security officers.

## **Definitions – Major Events and VIPS**

Major Events are events that may involve:

- VIPs (see VIP categories below)
- Functions likely to attract significant media/public interest or generate controversy
- Functions likely to pose a security risk, including events which may generate large audiences

VIP categories:

- Government (Members of Parliament including State or Provincial Government Ministers, Federal Government Ministers, Shadow Ministers, Foreign Government Ministers or official representatives)
- Ambassadors, High Commissioners or Consul Generals
- Relevant senior public servants
- Royalty, Vice-Regal Representatives and International Dignitaries
- Chairpersons/Chief Executive Officers of major companies and organisations
- High profile and notable Academics (Nobel prize winners, presidents, chancellors, vice-chancellors or equivalent of other universities)
- Religious leaders/Heads of Churches

For further information on whether an event involves a VIP please contact:

University Relations Unit  
Office of Corporate Affairs  
Tel: (02) 6338 4834



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## 2.3 Protocol for Hosting Visitors to the University

Please refer to Appendix 7.5.

For guidelines for receiving visitors to the University please refer to Appendix 7.6.

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## 2.4 Security and Traffic

No major event (see section 2.2 'University Protocol' section for definition) may proceed until security and safety matters have been considered and approved by the Manager, Campus Services or Manager, Operations (Dubbo, Burlington).

Senior Security staff require a written description of the event including information about any VIPs and/or considered threats or areas for concern (controversial topic, high media interest etc.). You should also ask VIPs and speaker/s about any security concerns they may have and whether external security personnel will accompany them on campus. Security will make a risk or threat assessment based on the information you have provided, as well as information from State, Provincial or Federal Police if necessary.

Send the Manager, Campus Services or Manager, Operations a detailed order of proceedings as soon as possible prior to the event. It should include contact phone numbers, (including mobile numbers) for the event coordinator and any other key staff (such as drivers and assisting staff).

### Traffic

Consider any special traffic requirements for your event. You may need to organise access to campus and car parking for VIPs. If your event will generate large numbers of visitors, Security may need to organise for staff to be on duty.

Check for other major events on campus which may generate traffic congestion. Graduation ceremonies, for example, will generate huge numbers of visitors to campus. For graduation dates check the 'Principal Dates' [http://www.csu.edu.au/acad\\_sec/manuals/qcontm.htm](http://www.csu.edu.au/acad_sec/manuals/qcontm.htm) and the Events Calendar at <http://news.csu.edu.au/director/events.cfm> or talk to the Protocols Officer in the Division of Student Administration ([klender@csu.edu.au](mailto:klender@csu.edu.au)).

### Access

If your VIP requires access to campus, provide Security with the car type, colour, registration number, the entry gate and the intended campus route, as well as the

event venue. You should also indicate if a car park is required for the duration of the event.

If the VIP has a disability or is mobility impaired, Security should also be advised. They can organise appropriate lift access and provide assistance.

### **Parking**

If it is a large event with a high projected number of guests you are required to ascertain if parking attendants are required or an area needs to be reserved.

Ensure guests are notified of parking information. For e.g. Park in Car Park 1 (P1), located off 'x' street on campus.

### **Managers, Campus Services, Division of Facilities Management:**

Bathurst:	(02) 6338 4651
Albury-Wodonga	(02) 6051 9616
Canberra:	(02) 6273 6991
Dubbo:	(02) 6885 7302
Ontario:	(0011) (1) 905 333 4955 (Ext. 105)
Orange:	(02) 6365 7672
Wagga Wagga:	(02) 6051 9616

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## **2.5 Budget**

Make sure you understand the financial situation before you start organising your event in any detail.

Here are some relevant questions that may assist you:

- What is the available budget?
- Do you need to charge guests admission?
- Do you need to hire venues and employ staff?
- Is catering required?
- Is advertising and promotion necessary?
- Does the event have sponsors?
- Will Fringe Benefit Tax apply? (For further information, contact the Taxation and Contracts Officer in the Division of Finance on 6933 4086)

## 3. Organising the Event

### 3.1 Scheduling the Event

When setting dates, times and the format of your event, consider the following issues:

- What day of the week, time of day or time of year to hold your event to ensure maximum appeal to your target audience. Also consider other events being held at the University and around the local area that may impact on the event (be mindful of the weather and don't assume the weather will be fine)
- Are University VIPs such as the Chancellor, Vice-Chancellor, Heads of Campuses and Faculty available
- Availability of speaker/s and venue/s
- You may need to consider budgetary implications (e.g. staff overtime, venue hire, catering)
- University and School holidays

For current listings of scheduled events at CSU throughout all of the campuses, go to <http://news.csu.edu.au/director/events.cfm>. For CSU principle dates, go to [http://www.csu.edu.au/acad\\_sec/academic-manual/qcontm.htm](http://www.csu.edu.au/acad_sec/academic-manual/qcontm.htm). For a complete listing of University events and activities go to <http://www.csu.edu.au/when/>.

For relevant dates of events in your local area please contact your local tourism information centre or local council for a list of the town's events. You may also be eligible to register your event on the community 'What's On' with the council or other (relevant) regional event web sites such as <http://www.regionaleventslive.com.au/bwWebsite/default.asp> to gain further publicity for your event.

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### 3.2 Venue Selection

Most University functions and events are held on-campus. A variety of function and conference venues are available on all CSU campuses. A full listing of rooms, their seating capacity and audio visual capabilities available on each campus (except Dubbo) is available through the following web site:

<http://www.csu.edu.au/division/studserv/events/index.html>

The majority of on-campus venues can also be booked through this web site.

For information on Dubbo facilities please contact (02) 6885 7305.

For information on Ontario facilities please contact (0011) (1) 905 333 4955 (Ext. 105).

For information on The Grange please contact (02) 6338 6961.

When selecting a venue consider the following issues:

- Does the venue meet your audio or audio visual and technical needs?
- Will the venue comfortably fit your anticipated guest numbers?
- Is the venue within a suitable distance for the invited guests (e.g. if all guests are from Sydney should the event be in Wagga?)
- If venues are required for pre or post-event functions, is the venue practical?
- If catering is required, is the venue suitable for preparation and service?
- Where are the closest car parks to the venue?
- Does the venue provide suitable access for aged and/or disabled people?
- Does the venue have an adequate number of toilet facilities for guest numbers?
- If VIP's are attending the event, does the venue have suitable presentation and security access?
- If media is a factor, is the venue suitable in presentation, have adequate lighting and back drops for interview areas?
- Will someone clean the venue before your event?
- In the case that a problem occurs with the venue, do you have a contingency venue?

To book events outside the University, please refer to your local Yellow pages or fellow CSU employees for suggestions regarding restaurants, conference centres and other effective venues. Often CSU Events (<http://www.csu.edu.au/enterprise/events/>) can advise on suitable external venues for your needs.

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### 3.3 Catering

All catering for events hosted on a University Campus is to be booked internally through the CSU Events Office.

Menus are available on the following website <http://www.csu.edu.au/enterprise/events/>. Booking forms should be completed as soon as possible with final confirmation and numbers to be completed closer to the event.

You should notify CSU Events Office of any guests' dietary requirements (e.g. vegetarians) and confirm approval of the menu and wine list by the host at least 5 working days prior to the event. Be sure to mention if the University's VIPs are attending the event as the menu choices may vary.

Final numbers should also be confirmed at least 5 working days prior to the event. Your catering quotes will normally be based on a minimum head count and your final bill will therefore increase as attendances rise.

The University has a duty of care to ensure all alcohol served at University functions is done so in a responsible manner. Alcohol can only be served where there is food service.

For events bookings and catering, please contact:

**Albury - Wodonga**

**Phone:** (02) 6051 6918  
**Fax:** (02) 6051 6938  
**Email:** [thogan@csu.edu.au](mailto:thogan@csu.edu.au)

**Bathurst**

**Phone:** (02) 6338 6961  
**Fax:** (02) 6338 6998  
**Email:** [events@csu.edu.au](mailto:events@csu.edu.au)

**Postal Address:**

CSU Event Booking Office  
Building S18  
Charles Sturt University  
Panorama Avenue  
Bathurst NSW 2795

**Orange**

**Phone:** (02) 6338 6961  
**Fax:** (02) 6338 6998  
**Email:** [events@csu.edu.au](mailto:events@csu.edu.au)

**Postal Address:**

CSU Event Booking Office  
Building S18  
Charles Sturt University  
Panorama Avenue  
Bathurst NSW 2795

**Wagga Wagga**

**Phone:** (02) 6933 4974  
**Fax:** (02) 6933 4977  
**E-mail:** [eventsww@csu.edu.au](mailto:eventsww@csu.edu.au)

**Postal Address:**

Events Office Wagga  
Charles Sturt University  
Locked Bag 588  
WAGGA WAGGA NSW 2678

For information on Dubbo please contact (02) 6338 6961.

For information on Ontario please contact (0011) (1) 905 333 4955 (Ext. 105).

For information on The Grange please contact (02) 6338 6961.

For further information on venues and catering, visit the website address [www.csu.edu.au/enterprise/events](http://www.csu.edu.au/enterprise/events).

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### 3.4 Speakers

Be sure to confirm the following details in writing with the speaker:

- Event date/s, times and venue (and whether parking is available on-site)
  - Style, type and duration of presentation
  - Speaker/s special requirements (e.g. audio/visual, dietary)
  - Details of payments if appropriate. Specify in what form payment will be made and when, particularly for interstate and overseas visitors
  - Details of anticipated audience
  - Other participants in the event including chairpersons and VIPs likely to be in attendance
  - A complete guest list, including VIPs if appropriate and a running order for the event
  - Any other activities in which the person might like to participate while visiting and/or functions to which they are invited
  - Ensure that speakers are formally introduced at the event. An appropriate staff member (the host/MC) should introduce the speaker
  - Request adequate background information from the speaker at least two weeks prior to the event in order to adequately introduce the speaker
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### 3.5 Speakers/ Costs/Accommodation

Where the event organisers agree to arrange and cover the costs of the speaker's travel and accommodation, confirm the following details in writing with the speaker:

- What the University is offering and what it is prepared to pay for (e.g. 2 x business class fares and x nights accommodation).
- Arrangements for transport while in your campus city (airport transfers, transport to and from event etc.). Depending on the speaker and the type of event you may wish to provide a car and driver.
- Whether the University will pay for meals and extras like hotel mini-bar consumption.
- Will the speaker be accompanied by a spouse or partner?

When booking accommodation, advise the hotel of any special dietary requirements and request a downstairs room if desired. When making travel arrangements for a VIP advise

the travel agent of the VIP status, as airlines have their own protocols (including security) to follow when handling travel for VIPs.

You may wish to purchase a gift for the speaker. Official CSU corporate gifts can be ordered online at [http://www.csu.edu.au/division/vcoffice\\_new/oca/services/corporate-gifts.htm](http://www.csu.edu.au/division/vcoffice_new/oca/services/corporate-gifts.htm) and are delivered gift wrapped. The University Relations Unit also maintains a register of official gifts to ensure that duplicate gifts are not provided to guests. The Office can also supply an official notice of cost where gifts are given to members of Parliament for the purchase of declarations.

Depending on the event and the host's wishes it could be presented formally (i.e. at the close of formal proceedings) or informally (i.e. quietly at the conclusion of a dinner).

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## 3.6 Invitations

### Official University Guest Lists

The University Relations Unit in the Office of Corporate Affairs maintains an official University Guest List for each campus and location. This is the base document for all official University functions and ensures that all distinguished guests are invited to appropriate events. The list includes the names and contact details of local members of Parliament, Mayors, councilors, honorary doctors and Companions, donors, prospects, leading members of the community and others. While it is not necessary to invite all members from the list, there are certain members that should be extended invitations to events in general. The Official University Guest List for your campus should be obtained prior to any major event from the University Relations Unit on (02) 6338 4834.

### Customising Guest Lists

Ask all relevant people and divisions/faculties for their contributions to the guest lists. This should include recommendations from the host, the Faculty, the Office of Corporate affairs, the Office of the Vice-Chancellor and outside organisations (if appropriate). Consider the ratio of external guests and University guests and carefully check for duplications.

### Getting Spelling and Titles Right

Getting the spelling and honorifics for guests and speakers correct **is essential**.

Some tips are set out below:

- A person who has been conferred an Honorary Doctorate by the University should be referred to as 'Dr' in all invitations and personally at all functions.
- Academic guests must be referred to by their correct academic titles.
- Honorary doctors and Companions, as well as donors, current and former members of the Council and Emeritus Professors must be acknowledged in all welcomes to the

event by name (do not leave any individual off your acknowledgements under any circumstances).

- When a Minister is invited to attend an event, the local member of the relevant Parliament should be asked to attend the function and formally welcome the member to the electorate as part of the ceremony.
- Federal members, State Ministers and State members of the Upper House in NSW are referred to as 'The Honourable'. Members of the lower house of the NSW Parliament are not accorded titles.
- Former members are also referred to as 'The Honourable' (e.g. The Honourable Paul Keating).
- References to the title of Ambassadors, Consuls and High Commissioners vary depending on country (e.g. His Excellency).

Getting the correct title is essential in all matters involving distinguished guests.

Organisers may also wish to consult the State Protocols at [http://www.dpc.nsw.gov.au/about\\_the\\_department/our\\_structure/state\\_protocol](http://www.dpc.nsw.gov.au/about_the_department/our_structure/state_protocol).

### **Invitations/Tickets**

If the invitations or tickets are to be designed and printed outside of your office, contact the Senior Editor, Division of Marketing for direction and quotes. If the invitations or tickets are being designed by your area, ensure all University branding is used correctly by contacting the University Branding Officer on (02) 6933 2772. For advice on the CSU logo, colours and branding, refer to the CSU Style Manual at:

<http://www.csu.edu.au/division/marketing/styleman04/>

Consideration should be made as to which person or area within the University should issue the invitation (see 2.2 above). If in doubt, please consult the Office of Corporate Affairs for recommendation.

Invitations and correspondence should include correct dates, times, location/s, correct titles and spelling of speakers, a campus map (refer to web site listings at the end of this section) or map to the location of the event, an RSVP telephone number and email, and RSVP date. Invitations should be sent out a minimum of *four weeks* in advance with RSVP's required at least *one week* prior to the event.

When organising invitations, there are various types of CSU logo embedded papers, cards and booklets available from the CSU printery on (02) 6338 4152 (Bathurst) or (02) 6933 2424 (Wagga).

Ensure you have the capacity to process RSVPs as this can be an additional burden on staff. Keep track of those who decline, as well as those who accept. Produce a full list of acceptances to have on hand at the event – make multiple copies and distribute as necessary to speaker/s, ushers, University VIPs and security.



If you are issuing tickets, ensure you plan seating to give priority to people with pre-booked tickets and brief ushers/staff accordingly. If you have VIPs attending an event, make sure they are given priority seating.

Please include one of the below maps when sending the invitation:

**Wagga Wagga**

<http://www.csu.edu.au/about/maps/wagg-map.html>

**Bathurst**

<http://www.csu.edu.au/about/maps/bath-map.html>

**Albury**

<http://www.csu.edu.au/about/maps/albu-map.html>

**Thurgoona**

<http://www.csu.edu.au/division/marketing/thur/map.html>

**Dubbo**

<http://www.csu.edu.au/about/maps/dubb-map.html>

**Orange**

<http://www.csu.edu.au/about/orange2.html>

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## 3.7 IT Services

Consider any special audio or visual requirements for the event, such as microphones and PowerPoint. You may also wish to audio or video tape the proceedings (with permission of the speaker/s). Never assume that the venue has the equipment required, always check. Also, conduct a mock run through of all technical equipment for the event beforehand to ensure that all will run smoothly.

When booking a venue you should use the internal or external booking form for the relevant Campus which can be found at:

<http://www.csu.edu.au/division/studserv/events/index.html>

These forms ask if the event requires any equipment. Please fill out everything that you need. If you do not know at the time, inform them as soon as possible.

If you require any technical equipment and/or advice, please contact your local IT support office at your campus.

For all general enquiries call the DIT support desk on (02) 6338 4357 or email [sdesk@csu.edu.au](mailto:sdesk@csu.edu.au). Service desk coverage hours are 8am-10pm (Mon-Fri), 10am-4pm (Sat-

Sun). For information on IT Services for Event Management refer to <http://www.csu.edu.au/division/dit/staff/services/conferences/index.html>

### **3.8 Order of Proceedings/Schedule of Events/Timeline**

For most University events, a detailed order of proceedings, or schedule of events/timeline, should be prepared and distributed to all people involved in the event (i.e. anyone involved in the organisation of the event, the host, the speaker, relevant senior University officers, including the Vice-Chancellor and/or Chancellor (where appropriate), University Media Officers and Security).

An order of proceedings should provide a timeline/schedule for the actual event, highlighting key activities in the day/evening for individuals with an official or formal role. It is also useful to include phone contact details for any key people involved in the organisation of the event as well as phone numbers for key guests and CSU security. The order of proceedings should also include arrival and departure arrangements for VIPs and describe how formal introductions will be handled. The order of proceedings should also include a copy of the formal speeches to be used at the event.

If a program is being prepared for the event, an overview of the order of proceedings should be included. This should include items such as welcomes, speeches, including the names of the people giving the address, entertainment and any other element to the ceremony or event.

A sample order of proceedings is available at Appendix 7.8.

All University official functions (including Canadian functions) must include a Welcome to Country. Please refer to the University Policy: [Protocols for Acknowledgements and Welcome to Country](#).

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## 3.9 Staging/Venue Presentation

The presentation or 'look' of the venue is a very important component of any event. While thinking of your audience and budget, you may want to consider the following:

- Flowers (arrangements for a stage or foyer can be very effective and look best on pedestals). Flowers at a dinner are nearly always appropriate.
- Plants (they can be rented from your local nursery. Ensure the delivery and pick up is included in the hire cost). These are often a more cost effective way of presenting a room than flowers.
- Jug of water and glasses for the speaker/s
- Stage banners (CSU banners, pull up and cloth, are available from the Division of Marketing (02) 6338 4166, Office of Corporate Affairs (02) 6338 4834 or individual Schools)
- Signage (Laminate signs, such as those for parking, toilets and directions, for outdoors in case of rain.) A number of CSU pull up banners, a large double panelled veil and large outdoor canvas banners are available through the Division of Marketing. Please contact the Division for signage options and bookings on (02) 6338 4166.

A special clean of the venue is required before every event, especially if it is in the use of students/staff earlier in the day. Additionally, surrounding toilets, gardens, paths and other surrounding areas should also be cleaned. Please contact your local Manager, Campus Services or Manager, Operations to organise this no later than *one week* prior to the event.

### Table Plan

A sit down dinner will require a table plan. Seek advice and approval from the host and other relevant parties as to who should be seated at each table. Provide the venue with a confirmed table plan and place cards at *least 3 days* prior to the event. It may also be appropriate to print a large format of the table plan, either listing guests names in alphabetical order or grouped in their tables, that can be displayed at the front of the venue for ease of guests finding their seats. Consult your venue manager for an appropriate display board for the seating plan.

## Name Tags/Place Cards

Name tags are highly recommended for stand up events such as conferences and most other University events where guests are not familiar with one another. Place cards are appropriate for most sit-down meals. A senior staff member should be delegated the task of meeting VIPs on arrival and introducing them to other guests as required. If there are a lot of guests anticipated to arrive at one time, more than one person should be allocated to greet guests.

The CSU printery and design staff can produce place cards with the University logo on them. Blank name tags are also available. When printing name tags, also include the organisation to which the guest is representing.

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## 3.10 Fundraising

Fundraising events are an effective way to promote CSU and raise money for a specific project, faculty or school. All fundraising activities are governed by the University Donations Policy (see: <http://www.csu.edu.au/adminman/fin/fin.htm>) which you should consult before initiating any activities. Under the Policy, all fundraising approaches must be approved by the University Relations Unit in the Office of Corporate Affairs prior to commencement (Phone: (02) 6338 4834).

There are significant compliance issues relating to fundraising events. People attending or participating in the fundraising event must be informed of its fundraising purpose. It is important that CSU fundraising events present a consistent image of the University and that there is no conflict between events being held by different areas. For this reason, **it is necessary for any area in the University organising fundraising events to consult with the Manager, University Relations, in the Office of Corporate Affairs in the early stages of planning.**

All guests invited to a fundraising event should be added to the fundraising log which can be found on the Office of Corporate Affairs (Philanthropy Tab) website: [http://www.csu.edu.au/division/vcoffice\\_new/oca/index.htm](http://www.csu.edu.au/division/vcoffice_new/oca/index.htm).

This log enables a unified and professional approach to corporate and donor relations University wide.

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## 3.11 Sponsorship of Events

For some events it may be appropriate to seek external sponsorship, particularly those that require a large budget or may offer mutually beneficial benefits to an external individual or company. Sponsorship of an event or activity can comprise of in-kind support, financial support, or a combination of both. However, with sponsorship comes a lot of extra responsibility for the event organiser in all stages of the event process; including the planning, organisation, execution and post-event activities.

The following outlines important elements of sponsorship:

- **Strategic Planning.** Consider the aims and objectives in relation to the purpose of seeking sponsorship, identifying and prioritising potential sponsors and determining a strategy as to your approach.
- **Sponsorship Agreements.** These must include deliverable benefits from CSU to the sponsor, outline timing, terms and conditions and any other arrangements specific to the event. They should be included in the initial sponsorship proposal
- **Restrictions on Sponsorship.** CSU has a number of external individuals and companies that are not suitable to sponsor a CSU event or activity. These include:
  - Political Parties
  - Tobacco Companies
  - Gambling Services
  - organisations that do not reflect the aims and objectives (image and philosophy) of CSU.
- **Management of Sponsorship.** Professional and effective management of the relationship with the sponsor is vital as it will reflect on CSU and may either foster or hinder potential future relationships. Management of any sponsorship includes:
  - Administration of arrangements, including how funds raised are to be accounted for and monitoring records
  - Governance consideration, including allocating a person to manage the relationship with the sponsor and ensure all arrangements/contractual agreements are met
  - Ongoing monitoring of the event process to ensure that what was agreed to is delivered and the event's outcome is what was proposed
  - Evaluation. The success/outcome of the event and benefits both to the sponsor and CSU should be measured and reported on and included in your final event report. The evaluation process should include feedback from the sponsor. The sponsor should be given a copy of the report
  - Thank you. The sponsor/s should be formally thanked and acknowledged for their contribution and informed of the outcome of the event

All sponsorships must be approved by the relevant member of the Senior Executive Committee for your area in advance. To discuss appropriate sponsorship arrangements, please contact the Manager, University Relations, in the Office of Corporate Affairs (02) 6338 4834.

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## 3.12 Environmental Health and Safety Issues

Any risks associated with events must be identified and ways of eliminating or managing them arranged prior to the event, including the set-up, the event itself and clean-up.

The event organiser needs to prepare and provide the Manager, Campus Services (or relevant Manager, Operations at Dubbo and Ontario) a Site Emergency Plan using the University's procedures. Assistance in the preparation of this plan is available from the Division of Facilities Management at the following link:

<http://www.csu.edu.au/division/healsafe/textdocs/manuals/sepman.doc>

When setting up the venue, equipment and fixtures should not impinge on emergency access, block fire-fighting equipment or obscure any emergency procedure signage.

Consider the likely attendance when booking the venue to ensure that visitors do not exceed the venue's maximum capacity.

Event activities need to be assessed for Health and Safety Risks and appropriate actions taken to reduce identified risks.

For further information about OHS risk assessments or to download the Function/Event Management OHS Risk Assessment Form please go to <http://www.csu.edu.au/division/healsafe/> and go to "Managing Risks" and "Risk assessments or contact the Human Resources Officer (Environment Health & Safety) on your campus.

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## 3.13 Disability

Staff organising an event are encouraged to consider the following points to ensure that all disability factors have been considered.

When organising an event, please ensure that there is:

- Wheelchair access
  - If an external venue is used, availability of a lift or appropriate ramps
  - The entrance to the event is wide enough for wheelchair access
  - Seats are reserved at the front to allow for people with hearing impairments
  - Reading material may be available on request for people with other disabilities
-

## 4. Marketing and Publicising the Event

Good publicity and promotion is an essential ingredient for any successful event. You can use any number of promotional tools for circulating your message for example, using flyers, posters, newspapers, radio, television (depending on event scale and budget), advertising, personal invitations, local resident mail drops, CSU internal promotion, local Council and other event web sites, or a combination of these tactics. Ensure that you consider your budget restrictions and target audiences. The Division of Marketing may be able to assist in the promotion and publicity of your event.

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### 4.1 Branding

Charles Sturt University's logo is an integral component of the University's branding. It is essential that the **correct** CSU logo is used in all printed and promotional material. Any use of the University name or logo must be approved in advance and in writing by the Division Marketing. You must also consider the branding and promotion of supporting organisations and sponsors. Guidelines on how to use the CSU logo and dual branding are available from the CSU website <http://www.csu.edu.au/division/marketing/styleman04/>, or from the Branding Officer, on (02) 6933 2772.

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### 4.2 Print, Design and Production

The print, design and production of event resources such as programs, invitations and promotional materials is very important to the professionalism and credibility of your event.

The CSU Printery and Reprographics Unit provides a variety of printing services from basic photocopying, laminating and binding through to high speed digital and colour printing.

When designing and printing event publications:

- Engage one of CSU's graphic designers to manage the production process for you;
- Be clear about the production budget for each item;
- Prepare a brief to ensure that everyone is aware of what you want, provide examples where possible;
- Consider the audience and the purpose of the material (e.g. will it be easily posted and suitable for pinning to notice boards?);
- Have a schedule for production and design (allow adequate time for the printing process. Ask your graphic designer how much lead time they require);
- Avoid complex and therefore costly designs – simple designs will often suffice and be more cost effective);
- Designs should be in colour and mono format if required;
- Ask to see a design mock up or proof and paper samples;

- Ensure final proof reading is completed by someone who is (a) known to be good at it, and (b) who has not been involved in any of the preparation of the copy. Check phone numbers and dates repeatedly to be guaranteed they are correct.

To contact the CSU Printery, phone (02) 6338 4152 or email [printery@csu.edu.au](mailto:printery@csu.edu.au)

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## 4.3 Promotion

When considering appropriate promotion and publicity for the event make sure you think about the event brief and objectives of the event and how it relates to the University's strategic agenda.

Prepare a profile of the target audience/s for your event and determine optimal numbers, audience profile, a common source for the group, and also the timing of the event. This will help you determine the most appropriate method of promotion. Consideration of the appropriate promotion of the event should be at least three months in advance where possible.

Options for promotion of the event are outlined in 4.4, 4.5 and 4.6.

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## 4.4 Advertising

Advertising is a very useful way to get your message across and can draw on a number of different mediums including newspapers/magazines, the internet, television and radio. When considering which form of advertising should be used, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of your event and a careful study of who your target audience is and how they are best reached will be useful in saving time, resources and money.

The CSU Division of Marketing regularly utilise services of an external Advertising Agency who are familiar with CSU Branding Policies and Procedures. For advice, recommendations and cost estimates on all forms of advertising contact (02) 6933 4447. All advertising drafts for all mediums should be approved by the Division of Marketing.

The following points outline a number of advertising methods:

- Listing your event under CSU Events on the CSU News website: [www.csu.edu.au/news](http://www.csu.edu.au/news). This facility is a free service and promotes official CSU events to the community and media. Your entry will be assessed by the Media Team before being published in CSU News. For further information regarding media, refer to **Section 4.6**;



- The Media Relations Unit in the Division of Marketing provide a number of news and communication services that can often be used to promote your event. These are:
  - [CSU News](#), an online news service offering the latest news from the University
  - [Regional News](#), a weekly online service promoting news and events from CSU campus regions
  - [Features](#), on CSU's leading research, achievements and innovation

For further information on any of these services visit: [www.csu.edu.au/news](http://www.csu.edu.au/news), or contact one of the CSU media team who are based across the University (refer to contact list in **section 4.6**);

- Public service or 'community announcements' on radio, television and in the newspaper often provide free publicity to not-for-profit community based events. Talk to the Media Relations Unit about appropriate distribution to maximize the effect of publicity. (Note: local radio stations tend to provide dedicated airtime for Community Announcements.) To take advantage of these services, adequate lead time and details of the event must be provided. Contact the specific media source to find out their requirements;
- Print advertising is not always the best option as it is a very crowded medium that requires a substantial amount of money to make an impact. If your budget allows, consider placing an insert in the local paper instead of an advertisement. Advertising in special-interest publications and direct marketing – (such as direct mail letters to members of your audience group) may also be an option and is more cost-effective;
- Television advertising is an effective way to reach regional audiences; however, it is often a costly option. When asking a television station for a quote, remember to consider: cost of advertisement production, programs when the advertisement will be shown (in accordance with your target audience and CSU representation and prime viewing times), and duration;
- Local radio is a good medium for advertising as it is cost effective and you can often obtain free publicity through radio interviews with announcers or media releases to be aired in the station's news bulletins. Interviews can be conducted by the event organiser, relevant academics or other people of interest. Ensure that who ever is being interviewed is well briefed on the details of the event and further contact information for listeners. The following is a link to the Media Relations Unit resource site that provides tips and advice on dealing with media:  
[http://www.csu.edu.au/division/marketing/about\\_med.html](http://www.csu.edu.au/division/marketing/about_med.html)
- Distribute promotional flyers at other events, particularly those with a similar audience base, or leave a small number of flyers (you can always return with more) with businesses such as newsagencies, libraries, hairdressers and cafes/restaurants or businesses that are directly connected to your event to distribute to customers.

- Flyers can also be distributed via resident mail drops (enquire with your local Council or post office for businesses that offer this service) and are often a very cost effective way to reach the local community and provide them with detailed information about the event;
  - Posters displayed in areas such as campus notice boards, local libraries and art galleries, shop windows and visitor information centres can also be an effective communication tool. The CSU Printery and Reprographics Unit can assist in the design and production of posters in line with the CSU brand.
- 

## **4.5 Mail outs / Email**

Carefully targeted direct mail can be very effective. The best results come when the recipient is already familiar with you, the University or the event.

Use relevant University mailing lists that capture a particular profession, community group or alumni. A useful and often less costly form of direct mail is inserting a flyer or conference program into a relevant magazine or newspaper. For information on CSU publications being produced and the possibility of including promotional material in these, contact the Division of Marketing.

Promoting your event via email is also an effective way of reaching your target audience. There are a number of restrictions the University must comply with when sending emails to students and the general public. The Federal Government's Spam Act 2003 includes a general prohibition on sending unsolicited commercial emails. For further information on compliance with this Act, please contact the Senior Legal Officer in the Division of Finance Manager, Legal and Compliance Services on (02) 6933 4254.

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## **4.6 Media**

Effective media liaison requires careful planning and management. Staff in Media Relations Unit in the Division of Marketing are available to assist in promoting events such as conferences, public lectures, handling media interviews and developing associated news and story ideas for the media and other University related news. For VIP or Major Events contact the Senior Communications Officer in the Office of the Vice-Chancellor. Adequate lead time to perform this role effectively is very important. Contact the CSU media team in the early stages of the event organisation and consult with them as to the information and details they require. Ensure the CSU media team is informed of any changes, such as key speakers pulling out or change to venue and times, as they arise.

If the event topic or speaker is likely to generate controversy or announce something new, please inform Media Relations staff or Senior Communications Officer in the Office of the Vice-Chancellor.

Some suggestions:

- Contact the Media Relations Unit well before the event to see if a media release is appropriate and if so, you may have to provide detailed information to the Media Officer so a draft release can be written;
- If the media coverage for the event is considered important, be mindful and plan the time of your event with media deadlines in mind. Television goes to air early evening so needs to have footage and interviews generally before midday, radio is all day (remember breakfast and morning programs though) and newspaper deadlines are around 3pm. Remember media require fast response times when dealing with a request for information or an interview.
- Have someone prepared and briefed for media interviews should the need arise;
- Consider the visual aspect. Good visuals (not only what you do at your event but who does it and where) improve chances of coverage. Schedule time into the program for photo opportunities. If the event involves an important speaker, ensure that they know they may have their photo taken and that they agree to it. Photo release forms must be signed if photos are to be released for promotional purposes (see form at appendix 7.19).
- Your local Media Officer can advise you on a list of media likely to attend and/or cover your event and help to ensure journalists will attend your event. Ensure you have someone allocated at the event to meet media and direct them where to go/who to speak to;
- Media staff can recommend local professional photographers who are familiar with the University's corporate style;
- Consider recording some part of the event for possible post-event distribution to media;
- Reserve seating for media near the front of the venue, allowing for power outlets where necessary;
- Brief the speaker before hand to ensure that they are happy to have interviews with the media;
- Control the event. Be sure of start and finish times and format (order of proceedings);
- Allow for follow-up or post-event contact with media representatives who cannot make it to your event;
- Thank members of the media as they leave and ensure they have everything they need.

For further information on media for your event, please contact a member of the Media Relations Unit in the Division of Marketing.

For media support for VIP or Major events, please contact the Senior Communications Officer in the Office of the Vice-Chancellor.

## 5. Evaluating the Event

### 5.1 Evaluation

Evaluation is an important part of the event management process. It allows constructive criticism and feedback which helps build on improvements for other events.

The size of the event and information you have regarding your audience will determine the evaluation method used but the best option is a quick debrief shortly after the event. A debrief with key members of staff involved in the event is a very useful and effective way to receive feedback about the success of the event. You should also try and receive feedback from caterers, venue staff, other parties involved, for e.g. Sponsors and media articles, as they are often useful in the event evaluation.

It is recommended that you prepare a post-event report (this may only have to be a one page document, depending on the size and importance of the event). This can assist with managing future events by avoiding mistakes and building on successes. Outline anything that went wrong with the event and state why it went wrong. Recommendations for future events are also important. It is important to address the budget (and particularly any areas of over-spending) in the report. If necessary, highlight areas where additional funds should be sought for future events as well as areas where funds were set aside but not used. Ensure that you store the report with the event information to use for future events.

An event report may also need to be prepared for third parties, such as sponsors, of the event. This report should list the event outcomes, such as media coverage, audience attendance and whether the event objectives were met. Details such as internal problems, budget blowouts or negative comments should be omitted from this report where external parties, particularly sponsors, will be viewing the information.

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### 5.2 Thanks

After the event, formal written thank you letters should be issued to the speakers, sponsors and people who worked extensively on the event to show your appreciation. This is an important factor for relationship building and future activities and events for the University. Also offer informal thanks to others who have assisted (a phone call or email is always appreciated).

All letters of thanks should be sent out as soon as possible following the event, usually in the week after the event.

## **6. Acknowledgement**

### **6.1 Acknowledgement**

Charles Sturt University's Office of Corporate Affairs wish to thank and acknowledge the information and resources provided by the University of Melbourne's Office of the Vice-Chancellor in preparation of this manual.

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## 7. Appendix

### 7.1 Checklist for Determining CSU's Responsibility for Management of Seminars/Conferences/Events etc.

(This Self Assessment Form will help you determine if an event is deemed to be CSU controlled.)

**Event:** \_\_\_\_\_

**Dates:** \_\_\_\_\_

	Indicative Criteria	Yes	No
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#### PART A

1	Is the convenor of the event a CSU employee?		
2	Are University staff involved in the organisation and presentation of the event?		
3	Will the event be held on campus?		
4	Is the event purported to be a CSU activity?		
<i>If you have answered "yes" to any of the questions above it is likely to be CSU controlled.</i>			

#### PART B

5	Will cheques and/or correspondence be directed to a University address and processed through the University mail system?		
6	Will CSU collect the fees? (Note: If fees are collected by CSU all monies must be deposited in CSU's bank account)		
7	Is CSU responsible for the insurance of the event?		
8	Will members of the University support staff provide secretarial or administrative assistance to the event as part of their normal duties?		
9	Are presenters contracted/employed under CSU?		
10	Does any advertising material purport CSU as the event's host?		
11	Is the event advertised on a CSU home page on the web?		
12	Will CSU audit the records of the event?		
<i>If you have answered "yes" to any question in Part B together with a "yes" to any question in Part A the event is considered CSU controlled, which means all CSU policies and procedures must be followed.</i>			

#### PART C

13	Is CSU charging a fee for use of CSU facilities?		
14	Is catering internal?		

14	Will other University infrastructure be required, i.e. Information technology services, motor vehicles etc?		
15	Will University equipment be required if the event is held off campus?		
<i>Questions in Part C are other issues to be considered.</i>			

If you have answered yes to any of the above please forward completed form to Ms Bev Sypott, Division of Finance, for insurance records. If you have answered in the negative for question 7 or are unsure, please contact Bev Sypott on extension 32901 to ascertain what requirements are needed to have the event covered by insurance.

Other Comments: \_\_\_\_\_

Name of Event Organiser: \_\_\_\_\_

Faculty/Division: \_\_\_\_\_

\_\_\_\_\_  
Signature / /

## 7.2 Sample Event Brief Template

### EVENT BRIEFING NOTES

EVENT:

EVENT DATE:

EVENT LOCATION:

EVENT SUMMARY:

EVENT CONTACT:

(Person who has asked you to organise the event)

PHONE:

E-MAIL:

WEBSITE (If available):

EVENT COORDINATOR:

(Person responsible for the planning process and coordination of event on the day)

PHONE:

(Include mobile, day and after hours numbers if available)

E-MAIL:

EVENT AIMS AND OBJECTIVES:

TARGET AUDIENCE:

ANTICIPATED NUMBERS:

KEY STAKEHOLDERS:

ALLOCATION OF RESOURCES:

AVAILABLE FUNDING AND/OR ANTICIPATED REVENUE:

SPONSORS (If applicable):

MARKETING/PROMOTIONS STRATEGY (key messages):

ISSUES FOR SPECIAL CONSIDERATION (Security, VIP's, dietary needs, wet weather contingency plans etc.):

NOTES/OTHER:



## 7.3 Event Management Task List

### Planning the Event

- Do your speakers or guest fall within a VIP category?  
**If so, University event protocols apply**
- Does this event pose a security risk or generate controversy and/or media interest?  
**If so, University event protocols apply**
- Consider traffic and security requirements
- Prepare a timeline and list of event objectives
- Prepare a detailed event brief
- Determine all expenses

### Organising the Event

- Book your venue/s at the earliest possible time
- When scheduling your event, consider other activities being held at the same time that may attract a similar audience
- Book catering and confirm arrangements prior to the event. Be sure to look after any special dietary requirements
- Book accommodation and transport for any speaker/s and guests if required
- Consider whether to ticket the event or request RSVP
- Produce a list of invites. Be sure to include all relevant people including those nominated by the speaker, the host, the media office and any sponsors
- Carefully check spelling and honorifics on invitations
- Ensure the invitation includes the correct date, time, venue and RSVP details
- Ensure the University logo is used correctly and you have used correct University branding
- Produce a full list of acceptances, distribute as necessary to speakers, host, ushers and security staff

- Print nametags and/or place cards as required
- Prepare a table plan if required and ensure approval from the host and other relevant parties
- Produce a detailed order of proceedings and distribute to host, speaker, Vice-Chancellor and Chancellor (if appropriate), and any other senior University officers, media staff and security
- Consider appropriate staging for the event (lighting, flowers, plants, room temperature, signage, University branding and banners etc.)
- Ensure all AV and IT requirements are booked
- Take care of your speaker/special guests ensuring any special requirements are met and provide them with a written brief of the event
- If fundraising and sponsorship are part of your event be sure to follow University policy and procedures
- Be aware of your risk management responsibilities. (Ensure your guest list does not exceed the venue's maximum capacity and are aware of emergency exit routes)
- Have you checked that your event does not disadvantage guests with a disability? (Be sure to check disabled access to the venue)
- Develop marketing/promotional plan that targets the appropriate audience and is within budget
- Consider what type of advertising you will use as a means of reaching your target audience
- Book advertising space where appropriate
- Brief designers and produce material e.g. flyers, posters etc. Ensure the CSU logo is used correctly
- Draft a media release. Contact the Media Office for advice if unsure
- Ensure an appropriate staff member/s or equivalent 'meets and greets' VIP's, speakers (where appropriate)
- Thank and present VIP's/speakers with gifts (if appropriate)

### **Completing the Event**

- Prepare post-event report. Include guest feedback, recommendations things that went wrong and a budget analysis

- Ensure formal thank you letters are issued to speakers, any VIP's who contributed to the event and all sponsors
  - Issue informal messages of thanks to all staff that assisted (an email is appropriate)
  - Issue post-event media release (if appropriate)
-

## 7.4 Event Management Checklist

### 1. Event Details

- Event Place and Time
- Event Purpose
- Event Manager
- Target Audience

### 2. Committees

- Organising Committee

### 3. Documentation

- Documentation Checklist

### 4. Insurance

- Insurance Details

### 5. Interim Agreements

- Interim Agreements Table

### 6. Key Stakeholders

- Key Stakeholder Contact List
- Consultation with Key Stakeholders

### 7. The Venue

- Potential Hazards
- Site Plan

### 8. Event Co-Ordination / Management

- Communication Systems
- Information Details

### 9. Event Promotion

- Media
- Other
- Signage

### 10. Traffic Management

- Patron Access
- Contingency Plan

### 11. Emergency Management Plan

- Co-Ordination Centre / Contact
- Emergency Medical Plan

### 12. Security

- Type of security
- Security Plan

- Briefing to Staff

### **13. First Aid**

- Access to Equipment
- Trained Staff

### **14. Catering**

- List of Requirements
- Briefing with Staff

### **15. Infrastructure**

- Toilets
- Shelter
- Video / AV
- Telephones

### **16. Public Safety**

- Lighting and Power
  - Temporary Structures
  - Entry and Exit Details
  - Occupational Health and Safety
-

## 7.5 Protocol for Hosting Visitors to the University

### Introduction

The University receives many visitors, many of whom are considered VIPs, either by virtue of their status within their profession or the community, or because they represent an opportunity for academic or commercial collaboration. *All* visits to the University provide the opportunity for meaningful interaction with the wider community, and *all staff* of the University have a role to play in welcoming visitors.

This document seeks to clarify areas of responsibility for staff who host *official visitors*, so that appropriate protocols are observed and maximum benefit from the visit flows to the University.

### Areas of Responsibility

The attached table lists the types of visitors the University receives, the processes for receiving/hosting them and areas of responsibility.

The table also lists what might be an appropriate gift from the Official University Corporate Gift Catalogue ([http://www.csu.edu.au/division/vcoffice\\_new/oca/services/corporate-gifts.htm](http://www.csu.edu.au/division/vcoffice_new/oca/services/corporate-gifts.htm)).

***A checklist of tasks to be performed by hosts can be obtained from the University's Protocol Officer.***

IMPORTANT:  
IF IN DOUBT ABOUT A VISITOR'S STATUS,  
CONSULT THE PROTOCOL OFFICER (Extension 32209)  
OR OFFICE OF CORPORATE AFFAIRS (Extension 84834)

### Cultural Issues

When international visitors are to be hosted cultural issues must be taken into account, particularly any special dietary requirements. The Protocol Officer must be consulted to ensure that cultural sensitivities are observed.

When Indigenous visitors are to be hosted, advice must be sought from the Director of Mahldaan Gilanna (Indigenous Education Unit).

### Campus Tours

Campus tours can be an important aspect of the visit, lasting from 30 minutes to 2 hours and including elements of particular interest to the visitor/s. Special focus should be on relevant facilities which are unusual or unique, and which are a source of pride to the University. The tour should be led by a staff member from the host Faculty/School/Division or Section, and

appropriate staff should be on stand-by at the various sites to provide expert information for the visitors.

### **Follow-up Action**

To ensure the outcome of the visit is achieved, it is important to follow up on all undertakings made during the visit. The host should ensure that all tasks are completed as promised.

The host should keep a record of the visit on file, including copies of any speeches etc. This is especially important in the case of *Category A* visitors. A complete copy of the records for these visits should be forwarded to the Vice-Chancellor's office, and any photographs forwarded to the Senior Communications Officer.

---

## 7.6 Guidelines for Receiving Visitors to the University

### Checklist for Preparing and Itinerary

In developing an itinerary it is essential to understand clearly the purpose of the visit from the perspective of both the visitor and the University. Reasons for a visit may include opportunities for academic collaboration, commercial considerations, social events, training programs, public relations or familiarisation exercises.

Before distributing the final itinerary, consult the following checklist to ensure all aspects of the visit have been taken into account:

#### Participants

- Have they all confirmed their availability? ☐
- Are they all clear about the purpose of the visit? ☐
- Have they each received a draft of the proposed itinerary? ☐
- Has the Chancellor / Vice Chancellor /Head of Campus been advised of the visit? Have briefing notes been prepared ☐

#### Meals

- Has all catering been arranged? ☐
- Have cultural issues been taken into account when selecting the menu (e.g. Halal food for Moslem visitors)? ☐
- Have invitations been issued for each meal, and does the itinerary make it clear who will be attending each meal? ☐

#### Costs

- Is it clear who will take financial responsibility for each aspect of the visit? ☐
- Where appropriate, have arrangements been made for reimbursement of costs? ☐

#### Accommodation

- Has all accommodation been booked? ☐
- Is it clear how the accommodation account will be paid? ☐

#### Transport

- Have arrangements been made for transporting visitors from their point of arrival to their accommodation, and between their accommodation and the campus or other locations? ☐
- Has transport been organised for the campus tour? ☐



**Gifts/Materials**

- Have appropriate gifts been pre-arranged? *(See attached table for examples of appropriate gifts)* ☐
- Have packages of relevant brochures and publications been prepared for each of the visitors? ☐
- Have you considered a welcome gift in the visitor's accommodation, e.g. a bottle of CSU wine, or flowers? ☐

**Media**

- Have you advised the Senior Communications Officer in the office of Vice Chancellor (for VIP visits) or Manager, Media and Promotions in the Division of Marketing (for other visits) about the visit? ☐
- If appropriate, have you allowed time for media interviews in the itinerary? ☐

**International Visitors**

- Has the Chancellor / Vice Chancellor/ Head of Campus / Director Corporate Affairs been advised about the visit? Have briefing notes been prepared? ☐
  - Have you sought advice from the International Office about cultural sensitivities? ☐
  - Have you allowed for any special dietary requirements? ☐
  - Have you arranged suitable gifts? *(See attached table for examples of appropriate gifts)* ☐
-

## 7.7 Tasks Associated with Receiving Visitors to the University

Visitor/s	Who needs to be informed...	Organisational and Financial Responsibility	Process	Appropriate Gifts
<p><b>Category A:</b></p> <ul style="list-style-type: none"> <li>- Vice Regal</li> <li>- Ministerial</li> <li>- Ambassadorial</li> </ul> <p><b>IMPORTANT: Invitations to Category A visitors are only to be issued by the Vice-Chancellors office.</b></p>	<p>Vice-Chancellor</p> <p>Deputy Vice-Chancellor (Administration) and Deputy Vice-Chancellor (Academic)</p> <p>Relevant Head of Campus</p> <p>Director, Office of Corporate Affairs</p>	<p>Vice-Chancellor's Office</p> <p>(although the Vice-Chancellor may delegate responsibility for co-ordination of the visit)</p>	<p>Although tasks associated with the visit may be delegated, <b>the Vice-Chancellor's office must be kept informed at every stage of arrangements.</b></p> <p>Close liaison must be maintained between the organising officer, the Vice-Chancellor's office and the office of the visitor.</p> <p>If the visit is at the Vice-Regal or Prime Ministerial level, the visitor's personal staff should be consulted in advance of the visit to establish any specific formalities or protocols that need to be observed, e.g. mode of address, special seating arrangements, security issues etc.</p> <p>If Indigenous visitors are to be hosted, advice on cultural issues must be sought from Mahldaana Gilanna.</p> <p>If international visitors are to be hosted, advice on cultural issues must be sought from the Protocol Officer.</p>	<p>CSU Flag</p> <p>University Shield, with engraved plaque commemorating the visit.</p> <p>If there are several visitors, it may be necessary to present a plaque as well as smaller, individual gifts e.g. Alumni memorabilia, or CSU wine.</p>

<p><b>Category B:</b></p> <ul style="list-style-type: none"> <li>- Vice-Chancellor or Senior representative of an Australian or overseas institute of higher education</li> <li>- Senior representatives of peak bodies in education, industry, the professional sector and community organisations</li> <li>- Individuals who are prominent in their community or profession</li> <li>- Representatives of corporations, institutions or organisations with whom CSU has, or would like to have, an association, e.g. specialist education or training institutions, overseas partner organisations, recruitment agents</li> <li>- Supporters of the University Foundation</li> <li>- Civic and Parliamentary visitors</li> <li>- Occasional/Guest Speakers - <i>other than graduation speakers</i></li> <li>- Guests at Graduation ceremonies - <i>other than occasional speakers and honorary award recipients</i></li> </ul>	<p><b>Relevant Head of Campus</b> (who may at his/her discretion, inform the Vice-Chancellor's Office)</p> <p><b>Deputy Vice-Chancellor (Administration) and Deputy Vice-Chancellor (Academic)</b></p> <p><b>Relevant Head of Campus</b></p> <p><b>Director, Office of Corporate Affairs</b></p> <p><b>Manager, Media and Promotions</b></p>	<p>Faculty/School/Division or Section with whom the guest has association, <b><i>in close consultation with the relevant Head of Campus Office</i></b></p>	<p>Although tasks associated with these visitors will normally be undertaken by the relevant Faculty/School/Division or Section, <b><i>the relevant Head of Campus is to be kept informed of all arrangements.</i></b></p> <p>If Indigenous visitors are to be hosted, advice on cultural issues must be sought from Mahldaan Gilanna.</p> <p>If international visitors are to be hosted, advice on cultural issues must be sought from the Protocol Officer.</p>	<p>CSU Flag</p> <p>CSU wine, or Alumni memorabilia.</p> <p><i>Advice about appropriate gifts for international guests should be sought from the International Office or Head of Campus.</i></p>
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<p><b>Category C:</b></p> <ul style="list-style-type: none"> <li>- Occasional Speakers – graduations</li> <li>- Recipients of honorary awards</li> </ul>	<p><b>Vice-Chancellor</b></p> <p><b>Relevant Head of Campus</b></p> <p><b>Deputy Vice-Chancellor (Administration) and Deputy Vice-Chancellor (Academic)</b></p> <p><b>Executive Director, Division of Marketing</b></p>	<p>University Secretary</p>	<p>The Protocol Officer will arrange all aspects of these visits, in close liaison with the offices of the Vice-Chancellor.</p> <p>Invitations to occasional speakers are prepared by the Protocol Officer, for the Vice-Chancellor's signature.</p> <p>Honorary award recipients receive their invitations from the Vice-Chancellor's office.</p>	<p>University Shield, with engraved plaque acknowledging CSU's appreciation.</p> <p>CSU wine pack.</p>
<p><b>Category D:</b></p> <ul style="list-style-type: none"> <li>- Individual academic or research visitors with a direct linkage to a School or Research Centre</li> <li>- Distinguished Alumni</li> </ul>	<p><b>Dean</b></p> <p><b>Relevant Head of School/Division or Section</b></p> <p><b>Manager, Media and Promotions</b></p>	<p>Faculty, School, Division or Section</p>	<p>Tasks associated with these visits will normally be undertaken by the Faculty/School/Division/Section who is hosting the guest.</p> <p>If Indigenous visitors are to be hosted, advice on cultural issues must be sought from Mahldaan Gilanna.</p> <p>If international visitors are to be hosted, advice on cultural issues must be sought from the Protocol Officer.</p>	<p>Alumni memorabilia or CSU wine.</p> <p><i>Advice about appropriate gifts for international guests should be sought from the International Office .or Head of Campus</i></p>

## 7.8 Sample Order of Proceedings

Charles Sturt University

### ORDER OF PROCEEDINGS

12.30 pm - Lunch in the James Hardie room – CPD

1. Welcome and acknowledgement of guests – HOC
2. Presentation of certificates – The Chancellor
3. Rededication of the James Hardie room – The Chancellor and Dr J B Reid

2.30 pm - Reception of scholars and guests – C D Blake Auditorium

2.50 pm - Scholarship Presentation Ceremony

1. Introduction – HOC
2. Welcome to Country – Local Elder
3. Welcome and vision for the Foundation – Vice-Chancellor
4. Presentation of Scholars with musical interludes – HOC / Foundation Chairman
5. Scholars vote of thanks – Nominated Student
6. Closure – The Chancellor

6.00 pm – Charles Sturt Oration – S15 Lecture Theatre

8.30 pm – Supper with Peter Garrett and partners of Alan Morse and Co. in the Committee Room, The Grange.

## 7.9 Site/Venue Checklist

CRITERIA	NOTES	YES	NO
<b>EVENT</b>			
<b>DATE</b>			
Site for Event			
Capacity of Venue			
Security			
Parking (Identify reserved areas)			
Lighting/Ventilation			
Proximity to Public Transport			
Location to relative accommodation			
Access for people with disabilities			
Availability of power/water/waste removal			
Number of toilets			
Facilities (E.g. A/V Services)			
Restrictions			
Availability of site before and after event			
Ease of set-up			
Timeline to get site ready			
Technical and other assistance needed			
Shade and ease of movement around site			
Permits/permissions/legal requirements to conduct event			
Stage/Platforms			
Break-away areas			
Seating/Style			

## 7.10 Sample Budget Template

### BUDGET

FIXED COSTS	X 50 PAX	X 100 PAX	X 150 PAX
Venue Hire			
Speakers			
Production/Technical/Other			
Sound A/V			
Lighting			
Staging – materials/podium etc			
Printing – posters/menu/tickets/program			
Catering			
Gifts			
Staffing			
Photography/Video			
Airfares			
Accommodation/Meals			
Miscellaneous			
Contingency			
Other Fees			
<b>TOTAL FIXED</b>			
<b>VARIABLE COSTS</b>			
Catering			
C/T on arrival @\$			
Morning Tea with cakes @\$			
Lunch			
- Seated @\$			
- Buffet @\$			
- Working @\$			
Afternoon Tea @\$			
Pre-Function Canapés @\$			
Dinner			
- Seated @\$			
- Buffet @\$			
Beverage @\$ PH			
Total Per Head @			
<b>TOTAL VARIABLE</b>			
<b>TOTAL =</b>			

## 7.11 Register of Incidents / Action Taken

Name of Event:

Event Manager:

DATE & TIME OF INCIDENT	DESCRIPTION OF INCIDENTS	DETAILS OF PERSON/S INVOLVED	ACTION TAKEN



## 7.12 Accessibility Checklist

<b>• Entry</b>		
• Steps	YES	NO
• Ramp	YES	NO
• Handrails	YES	NO
• Steps marked/non-slip	YES	NO
• Cleaned/cleared	YES	NO
<b>• Interiors</b>		
• Space for Wheelchairs	YES	NO
• Easy access to tables/refreshments	YES	NO
• Adequate seating	YES	NO
• Adequate lighting	YES	NO
• Clear signage – Exit/toilets etc	YES	NO
• No obstructions on floors – cables etc	YES	NO
• Wheelchair accessible toilet	YES	NO
• Adequate supply of toilet paper	YES	NO
<b>• Telephones</b>		
• Access/clearly marked	YES	NO
• Working condition	YES	NO
• Directories/notepaper	YES	NO
• Wheelchair access	YES	NO
<b>• Other</b>		
• Tea/coffee facilities clearly identified	YES	NO
• Reception/assistance desk accessible	YES	NO

## 7.13 Event Register

<b>Name of Event</b>	
Venue Type	
Capacity of Venue	
No. of Attendees	
No. of Staff	
Location of Venue	
Site/Address	
Map/Grid Reference (where necessary)	
Management	Contact No.
Date of Event	Start: Finish:
Required set-up time	Start: Finish:
Main purpose of Event	
Catering Requirements	T/C M/T Luncheon A/T Canapés Dinner
Other Requirements	

## 7.14 Organising Committee

MEMBERS NAME	LOCATION/DEPARTMENT	CONTACT NO/EMAIL	RESPONSIBLE FOR
			Event Manager
			Promotion
			Communication and Contacts
			Security
			Catering
			Accommodation
			Permits/Legal

## 7.15 Documentation Checklist

- ☐ Event Plan
- ☐ Stakeholder Contacts
- ☐ Sponsorship Letters
- ☐ Licences/Permits
- ☐ Inward Correspondence
- ☐ Outwards Correspondence
- ☐ Site Plan
- ☐ Promotional Material
- ☐ Contracts
- ☐ Quotes
- ☐ Register of Incidents & Accidents
- ☐ Details of Committee Members
- ☐ Records of Meetings
- ☐ Emergency Plan
- ☐ Media Releases
- ☐ Invitations
- ☐ Program
- ☐ Accounts

## 7.16 Key Contact Stakeholder List

[illegible]

7.17      Revenue Planning Template

REVENUE SOURCE	ACTIONS REQUIRED	TARGET AMOUNT	RESPONSIBILITY OF	BY WHEN	COMPLETE

## 7.18 Event Briefing Form

Event Briefing Form	
WHO:	
EVENT:	
WHEN:	
WHERE:	
VIP / OTHERS INVOLVEMENT:	
CONTACT DETAILS:	
	<b><i>EVENT and SPEAKING DETAILS</i></b>
TOPIC:	
TIME ALLOCATED:	
STAFF ATTENDING:	
BACKGROUND:	
	<b><i>MEDIA INFORMATION</i></b>
MEDIA ANGLE:	
VISUAL OPPORTUNITIES:	
RECOMMENDED MEDIA INVITEES:	
	<b><i>TRAVEL ADVICE</i></b>
CSU CAMPUS / OTHER LOCATION	
ACCOMMODATION	
BOOKINGS / CONFIRMATION / CONTACT	

	<b>TRAVEL DETAILS</b>
<b>TRANSPORT DETAILS:</b>	
<b>TRAVEL TIME:</b> (if by car include distance, by plane departure and arrival times)	

**INFORMATION REQUIRED BY CHANCELLOR / VICE-CHANCELLOR UNIVERSITY STAFF / TWO WEEKS PRIOR TO EVENT DATE**

- ☐ Diary Brief (including running sheet and map)
- ☐ Contentious Issues Brief
- ☐ Information needs for major announcements, speeches and media events template
- ☐ Draft media release
- ☐ Other special (event specific) information

University Event Project Manager:

Faculty Contact:

Other Contacts:



## 7.19 Image Release Form

**CHARLES STURT**  
UNIVERSITY



Albury-Wodonga  
624 Olive Street  
Albury NSW  
Australia  
Telephone (02) 6051 6000  
Facsimile (02) 6051 6629

Bathurst  
Panorama Avenue  
Bathurst NSW  
Australia  
Telephone (02) 6338 4000  
Facsimile (02) 6331 9634

Dubbo  
Yarrandale Road  
Dubbo NSW  
Australia  
Telephone (02) 6885 7305  
Facsimile (02) 6885 7301

Orange  
Leeds Parade  
Orange NSW  
Australia  
Telephone (02) 6360 5555  
Facsimile (02) 6360 5590

Wagga Wagga  
Boorooma Street  
North Wagga NSW  
Australia  
Telephone (02) 6933 2000  
Facsimile (02) 6933 263

### IMAGE RELEASE

I (name) \_\_\_\_\_

Of (address) \_\_\_\_\_

understand that video footage/photographic images taken of me  
at \_\_\_\_\_

on \_\_\_\_/\_\_\_\_/\_\_\_\_

are for free and unrestricted use by the Charles Sturt University  
and its agents in editorial, advertising, educational and promotional  
material.

I understand that international copyright and intellectual property  
rights on these images will remain the property of the Charles  
Sturt University who will be entitled to broadcast, publish or  
otherwise distribute these materials and any product thereof in  
any way or manner that they see fit in perpetuity.

My signature below signifies my approval and I therefore have no  
further claims for compensation from Charles Sturt University or  
its agents.

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Witnessed by: \_\_\_\_\_

Signature: \_\_\_\_\_

