



The Gillings School of Global Public Health Event Management Guidebook DRAFT

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Introduction: Review

Thank you for planning your event with the Gillings School of Global Public Health. This guide is meant to be a tool to assist you in planning a successful event. You will find information about our available

resources, policy and safety information, and helpful checklists to make sure you have planned for every aspect of the event.

Event Planning

Types of events...?

Developing an Event Management Plan

No matter the size of your event, pre-planning will ensure a successful event. It is important to develop a plan in the early planning stages to track progress and avoid last minute emergencies.

When developing an event plan, break the process down into phases.

Phase 1: Identify the event.

What is the purpose and goals for the event?

What are the needs of the event?

Who is the planning committee?

Determine a high level timeline.

Phase 2: Develop a concept.

Work with planning committee to brainstorm ideas.

What does the event look like?

How will you make the vision happen?

Consult with support services (Facilities Office, AV Services, Space Management)

Phase 3: Determine the work breakdown structure

Consider breaking down action items into pre-event, during the event, and post event structures.

Create detailed task lists and set deadlines.

Assign tasks to committee members.

Who is the point of contact/decision maker during the event?

Phase 4: Implement the plan

Follow the breakdown structure.

Meet deadlines.

Determine a backup plan.

Phase 5: Execute the event.

Be flexible and allow for unexpected situations to arise.

Phase 6: Evaluate the event.

Ask for feedback.

Coordinate "lessons learned" meeting.

Green Events

What is a Green Event?

Green events create zero waste, are energy and water efficient, support local businesses, meet budget guidelines, and demonstrate your organization's commitment to sustainability.

UNC's Office of Waste Reduction and Recycling offers green event [training and consulting](#).

Event Host Responsibility

The hosting organization or department is responsible for coordinating all aspects of the event. One point of contact should be determined in the beginning planning stages and should be responsible for coordinating the event logistics.

Budget: ?

Add budget template index?

Venue: To be reviewed by OSA and Facilities

Floorplans/Maps

Floorplans and maps are available on the Gillings Facilities Office website: <http://sph.unc.edu/maps-and-floor-plans/>

Information on square footage is available through your department SPOTS coordinator or the Facilities Office.

Hours of Availability

The Gillings School hours of operation are 7:00 a.m.-7 p.m, Monday through Friday.

After hours events will require advance requests for building access. Contact Facilities Office.

Accessibility

Wheelchair accessibility is available in all Gillings School buildings. Please discuss accessibility needs at the time of placing your event request.

Event Space Availability

The [Office of Student Affairs](#) will confirm all requests and send a confirmation. **Same day requests are no longer accepted. You must book your room 1-2 business days in advance.** Requests for meetings, events, or programs will not be confirmed until classes have been scheduled for that semester (April 15 for fall semester reservations and November 15 for spring semester reservations). Also note that department conference rooms must be confirmed via the appropriate department. Upon receipt of the request, you will receive an email acknowledgment with additional information regarding which office to contact for support. Room requests are not approved until the confirmation is issued.

A confirmed reservation does not include event support services such as after-hours building access, extra A/V equipment, catering, custodial support or security. The event host or designated logistics coordinator is responsible for coordination of all event-related arrangements. Furniture or other property may not be removed from the room or removed from other rooms. Items brought in for the event (including catering, signage, décor) should be removed promptly and the room returned to its original arrangement.

To reserve a location for your event: <http://sph.unc.edu/resources/rooms/>

If the University experiences an emergency closing due to weather, utility failure, or other unforeseen disaster, the event is considered cancelled.

Space Use Expectations

All event hosts are expected to leave the space and its equipment in good order and returned to original set up. Keeping a classroom in good order includes chairs and tables straightened, electronic equipment shut off, removing items that may have been left behind. Hosts are also expected to ensure no damage is done to room furniture and equipment and that the room is returned to its original set up.

Smoking

The University of North Carolina at Chapel Hill is a smoke- and tobacco-free campus. For more information, please refer to the UNC policy.

Waste Management

Additional Housekeeping and Recycling bins may be provided upon request.

Weekend events where food will be served may require Housekeeping Services, currently priced at ~\$150/day. An account number must be provided to the Facilities Office to schedule this service.

Please contact the Facilities Office regarding these services.

Parking

Gillings School Visitor Parking Spaces

Two visitor spaces are available on Dauer Drive for departmental guest speakers. Visitor parking permits can be requested by contacting the [Dean's Office](#).

Visitor parking lot hours of operation are posted at the lot entrances. Rates are \$1.50 / hour. With the exception of the Rams Head Deck, employees, contract employees, and students are not eligible to park in areas designated for patients or visitors unless attending a medical appointment. Permits for employees with medical appointments may be obtained through Transportation & Parking or through a parking lot attendant. Parking is available in Rams Head for up to 24 hours at a time at the hourly rate.

Validation passes are available through Parking and Transportation.

For more on UNC visitor parking including the validation pass request form:

<http://move.unc.edu/parking/visitor-parking/>

Facilities Information: Rename this section?

Tables/Tablecloths/Chairs:

Tables, tablecloths, and chairs are provided by the Facilities Office upon request. Resources are limited, however the Facilities Office can work with you to discuss available options.

Housekeeping Services:

Weekend events where food will be served may require Housekeeping Services, currently priced at ~\$150/day. An account number must be provided to the Facilities Office to schedule this service.

Temperature Control:

Adjustments to space temperature must be requested in advance.

Building Access:

After hours building access for events must be coordinated 1-2 days in advance through the Facilities Office.

Catering

Outside catering services are permitted.

The Atrium Café offers in house catering for department meetings, orientations, training sessions, and other functions. Menu options include Starbucks Proudly Brewed Coffee, Bottled Water, Soda and juices. Bagels, pastries and other small snack items are also available. Catering charges can be paid in the Café during business hours or charged to a University Department Account. Please call (919) 966-5915 or stop by to place your order.

If you are interested in prepared or boxed lunch catering service for an upcoming meeting or event, please visit catering.unc.edu or call (919) 962-0336 to speak directly with a catering expert.

Alcohol Policy

To read the full Alcohol Policy of the University of North Carolina at Chapel Hill, click here:

<http://policies.unc.edu/files/2016/08/Alcohol.pdf>

This document also contains the appropriate form to request to serve alcohol at a University sponsored event.

Program: To be reviewed by AV Services

AV Services

The Instructional Media Services (IMS) group provides audiovisual support for the Gillings School of Global Public Health. General services include audio and visual equipment check-out; classroom technology support; Web conferencing and videoconferencing; lecture capturing; and video production consultation.

AV Services should be requested in advance:

<https://sso.unc.edu/idp/profile/SAML2/Redirect/SSO?execution=e2s1>

For emergency AV support: (919) 966-6536 (Help Line)

Communications/Marketing: To be reviewed by Communications

Gillings Communication Office

The Gillings Communication Office is strong resource for marketing your event within the school. They can assist with creative design of your marketing materials and compliance with University and Gillings School communications policies and regulations.. They also manage the Gillings LCD screens and weekly e-news. To submit an announcement: <http://sph.unc.edu/comm/communication-resources/>

Signage

Bulletin boards are the only approved locations to post flyers. Please refrain from posting on doors and bathroom stalls. If you would like to post a flier on a bulletin board, please contact the Office of Student Affairs for assistance.

Large Banners

For assistance setting up large banners, please contact the Facilities Office.

Safety and Emergency Management

Building Security

The Gillings School security guard is on duty from 7 p.m.-7 a.m., seven days a week, and is stationed in the upper Armfield Atrium within Michael Hooker Research Center.

If you are in the building after hours, contact the guard at **(919) 357-8037** for assistance.

For emergencies, call 911. Provide as much detail as possible.

Maintenance Issues

If there is an emergency maintenance issue (ex. plumbing, electrical) during the event, UNC's Facilities Services will respond.

For events during business hours, contact the Gillings Facilities Office.

For events after hours, contact Facilities Services Work Reception office, (919) 962-3456.

FAQs...TBD

Checklists and Templates

Large Event Planning Document and Checklist

Event Goals

What is this event trying to accomplish?

Who is your audience? What will keep them interested?

Event Management Plan

Who is hosting the event?

Who is coordinating the logistics?

What is the budget?

Can this be a “green event”?

Who is the point of contact during the event? Back up contact?

Is a contact/important numbers list needed?

What date/time will be best for this event?

How many guests, speakers, staff need to be accounted for?

What deadlines need to be established?

What are the risks? How can they be avoided? Plan B?

Is planning consultation needed with Gillings Facilities Office, AV Services, OSA (Room reservations)

Venue

How much space is needed?

What is the date of the event? What other events are on the schedule for nearby locations?

Indoor or outdoor? What is the backup plan if it rains?

What room/event space options are available?

Will after-hours access need to be requested?

Is available lighting adequate?

What is the seating plan? Will everyone be comfortable? What ADA options are available?

Will existing furniture need to be removed/rearranged?

Will there be different locations for breakout sessions, meals, etc.?

Safety plan?

Parking/Wayfinding

What parking options are available? Are ADA options available?

Is a parking monitor needed?

Is there any signage needed to guide guests to the event?

Are there any physical challenges to the layout?

Are guests moving from one location to another? Will they be guided by an usher or signage?

Facilities Set-up

How many event tables are needed?

Will linens be required? White linens for 6ft tables are available through the Gillings Facilities Office.

Are extra chairs needed?

Do extra tables and chairs need to be ordered from Housekeeping Services?

Housekeeping or Grounds walkthrough needed in advance? (Pressure wash? Blow leaves?

Housekeeping may be required for after-hours events)

Have these services been requested of the Gillings Facilities Office?

Sound / Music / AV

What equipment will be needed for the event?

Has equipment been requested from AV Services?

Does host need training on equipment prior to event?

Will AV rep be on site? Communication plan?

What type of lighting is needed for video recordings, etc.?

Will there be a photo booth set up?

Will music be playing in the background? What genre?

Will there be additional entertainment? What additional support is needed?

Catering / Food & Beverage

Where will catering be set up?

What will the menu be? What special dietary restrictions need to be considered?

Any special themes relevant to the program?

What service-ware should the caterer bring? Reuseable? Disposable?

Who will monitor waste throughout the event? Are extra housekeeping supplies needed?

Is an alcohol permit needed for the event?

Invitations

Who are the guests?

What is the timeline for sending out invitations and receiving the RSVP?

What type of invitation will be used? Paper? E-vite? LCD screen? Social media?

Is there a web page for the event?

Are directions, parking options, accessibility information included?

Do out of town guests need to be provided local town information?

Décor & Signage

Is there a theme?

What type of décor will be used?

Will restrooms, kitchens, other spaces need special touches?

Is any special signage required for the space?

Do banners need to be placed in advance?

Photography/Communications

Is a photographer needed on site?

Lighting requirements? Pre-event walkthrough needed?

Will Communications Office team member be present for photos, social media posts?

Registration / Welcome / Staffing

Is a registration table needed? Are department or Facilities linens needed?

Who has guest list? Printed or electronic?

Are nametags being used? Blanks for on-site?

Are program packets being distributed? Giveaway items?

How many staff needed for greeting/ushering, checking in?

Will there be rush times? How will that impact layout?

End of event/Clean up

Who will clean up after the event? How many people are needed?

Clean up catering, signage, décor, empty trash, lost and found items.

Debrief/Lessons Learned

Thank you notes

Lessons Learned meeting (for recurring/large events)

What was successful?

What needs improvement?

Were goals achieved?

Name of Event		
Date/Beginning and End Time of Event		
Location of Event		
Event Host		
Logistics Coordinator/Event Manager		
Action Items	Completed	Notes
Event Management <ul style="list-style-type: none"> <input type="checkbox"/> Determine budget <input type="checkbox"/> Create event planning document <input type="checkbox"/> Set timeline/deadlines <input type="checkbox"/> Create contact/important numbers list <input type="checkbox"/> Consult with Gillings Facilities Office, AV Services, OSA (Room reservations) <input type="checkbox"/> Determine “green-ability” of event 		
Venue – Gillings School of Global Public Health <ul style="list-style-type: none"> <input type="checkbox"/> Check space availability via Outlook calendar <input type="checkbox"/> Reserve space (wait for confirmation email) <input type="checkbox"/> Consult Facilities Office for planning support <input type="checkbox"/> Review ADA needs 		
Set up – Facilities Office <ul style="list-style-type: none"> <input type="checkbox"/> Discuss layout options with Facilities Office <input type="checkbox"/> Request extra tables, chairs and linens <input type="checkbox"/> Request after-hours building access (if applicable) <input type="checkbox"/> Request extra trash and recycling bins <input type="checkbox"/> Contact Facilities Office for weekend event Housekeeping Services (required) <input type="checkbox"/> Request pre-event Housekeeping/Grounds services 		
Audio/Visual Needs <ul style="list-style-type: none"> <input type="checkbox"/> Determine what AV equipment is needed <input type="checkbox"/> Request AV Services <input type="checkbox"/> Is training on system needed? <input type="checkbox"/> Extra electrical requirements 		

<p>Catering</p> <ul style="list-style-type: none"> <input type="checkbox"/> Research catering options <input type="checkbox"/> Purchase service-ware, if not provided <input type="checkbox"/> Consider special dietary requirements of guests <input type="checkbox"/> Decide final menu <input type="checkbox"/> Waste management plan for event 		
<p>Safety</p> <ul style="list-style-type: none"> <input type="checkbox"/> Security alerted (after-hours event) <input type="checkbox"/> Safety concerns addressed <input type="checkbox"/> First aid kit/plan 		
<p>Staffing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Extra required <input type="checkbox"/> Staff to meet and greet guests 		
<p>Photography/Communications</p> <ul style="list-style-type: none"> <input type="checkbox"/> Contact Communications Team for event photography, LCD posts, branding policies 		
<p>Gifts/Giveaways</p> <ul style="list-style-type: none"> <input type="checkbox"/> Determine/order gifts/giveaways <input type="checkbox"/> Provide copies of publications 		
<p>Décor/Ambiance</p> <ul style="list-style-type: none"> <input type="checkbox"/> Floral arrangements, balloons, centerpieces <input type="checkbox"/> Background music <input type="checkbox"/> Lighting 		
<p>Housekeeping/Grounds</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pre-event walkthrough <input type="checkbox"/> Extra supplies on hand during event 		
<p>Post-event Clean Up</p> <ul style="list-style-type: none"> <input type="checkbox"/> Catering clean up <input type="checkbox"/> Shut down AV equipment, music, etc. <input type="checkbox"/> Remove signage <input type="checkbox"/> Return space to original set up 		
<p>Debrief</p> <ul style="list-style-type: none"> <input type="checkbox"/> Schedule Lessons Learned meeting <input type="checkbox"/> Thank you notes 		

Small Event Planning Document and Checklist

Event/Meeting Goals

What is this event trying to accomplish?

Who is your audience? What will keep them interested?

Event Management Plan

What is the budget?

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What date/time will be best for this event?

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Is a photographer needed on site?

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Who has guest list? Printed or electronic?

Are program packets being distributed? Giveaway items?

End of event/Clean up

Who will clean up after the event? How many people are needed?

Clean up catering, signage, décor, empty trash, lost and found items.

Debrief/Lessons Learned

Thank you notes

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Location of Event		
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<p>Debrief</p> <ul style="list-style-type: none"> <input type="checkbox"/> Thank you notes 		

Audio Visual Needs Checklist...AV Review (pulled from OJ's document)

AUDIO

Use room or portable audio system (speakers, mixer, etc) to amplify at the location

Location of presenters speaking

- Number speaking from a single podium
- Number speaking from panel table or front of the room
- Will audience need to use a microphone (Yes or No)

Primary Microphone (Select one)

Podium or Lapel Microphone

Additional Microphones (Maximum 2 additional mics per event)

- How many Handheld Mics
- How Many Table Top stands
- How Many Floor stands

Note: Request for more than 2 additional microphones may be referred to an outside vendor

Additional Audio Sources

- Laptop / Desktop Computer
- CD Player
- DVD Player
- iPod, iPad, or Tablet
- Remote Conferencing (Skype, Blue Jeans, etc)
- Hearing Assistant

VISUAL

Use room or portable LCD Projector & screen to display images to.

- Laptop / Desktop Computer
- iPad or Tablet
- DVD Player
- Remote Conferencing (Skype, Blue Jeans, etc)

RECORDING

-Media Site Lecture Capture (*only rooms 0001, 133, 230, 2306, & 2308*)

- *Live Streaming
- *Recorded event

-Videotaping

*Provide brief description & objective of recording (include viewing audience & how they will view recorded footage)

-Post-Production

- *Basic editing

*DVD Authoring

Note: Videotaping & post-production services must be approved or may be referred to an outside vendor

ADDITIONAL AUDIO VISUAL COMMENTS

Briefly describe any additional needs or requests you anticipate for your event