Event planning toolkit

This brief toolkit is designed to help you if you are organising a University event. Successful, professionally delivered events are important for the University’s reputation and ‘brand’. We hope the practical advice, information and contact details included will help you in planning and organising your event.

The Events Team in External Affairs are the central point for further advice and guidance on all aspects of planning and managing events. Contact the Events Office on 01224 273874 or 273233, or email events@abdn.ac.uk. The University’s Events team hold the University calendar of events, exhibitions and conferences. We also publicise events on the University website and compile a bi-monthly events ezine.

Getting started

If you are planning an event, you should decide on your objectives, the audience you want to target, your preferred date(s) and how you are going to fund the event. Check with the Events Office to see if there are any other events happening at that time which could impact on your audience and the availability of facilities and technical support (e.g. Audio Visual).

CPD Services may also be able to assist with your event or conference if it is an event for a purely academic audience. Contact cpdservices@abdn.ac.uk / 01224 272523.

Once the details of your event are confirmed, please fill in our online form and email to events@abdn.ac.uk as soon as possible. By filling in this form, you are linking your event up with the following services:

- Your event will be listed in the University calendar of events held by the events team
- If your event is open to the public, it will be listed in various locations - the University events website, our event ezine

Also send the information to the Communications team, who may want to approach you about writing a press release. Call 01224 272014 or email communications@abdn.ac.uk.

Booking a venue

The University has a variety of venues available for conferences, lectures and functions.

The Conferences and Events Office manage a wide range of campus facilities: Elphinstone Hall, Linklater Rooms, King’s College Conference Centre, Old Town House, AUSA building (used to be the Hub), and Hillhead Centre. Further information and booking details for these campus venues are available on the Conferences and Events Office Website. If you require any AV (microphones, projectors, etc), table cloths, waiting staff, etc. these can be booked through Campus Services at the time of venue booking.

Lecture theatres and other academic related spaces on King’s College Campus should be booked through Room Bookings by emailing roombookings@abdn.ac.uk.

Facilities at the Foresterhill Campus can be booked using the contacts below;

- Rooms in the Polwarth Building can be booked through Elinor Sutherland, e.sutherland@abdn.ac.uk or 01224 437928
- Rooms in the Institute of Medical Sciences Conference rooms and atrium can be reserved through IMS reception, imsreception@abdn.ac.uk or 01224 437300
- Rooms in the Suttie Centre can be booked by contacting Arlene Ray, arlene.ray@abdn.ac.uk or 01224 437754

Kings College Chapel can be used for concerts and other small events. Please contact the Chaplaincy Office for more information on 01224 272137 or chaplaincy@abdn.ac.uk.
Audio Visual Support

When booking your venue with the Conferences and Events Office, please discuss any audio visual requirements with them, and they will make arrangements with the Audio Visual Unit.

If you have booked a venue through Roombookings, you will need to discuss any AV requirements directly with the Audio Visual Unit. Please give AV as much notice as possible. Where equipment is to be used for external Seminars, Lectures or Conferences, there may be charges involved. Information is available on the AV website.

Recording your event

If you would like to record your event, in the first instance ensure you gain permission from the speaker/presenter, and inform the audience by printing the disclaimer below on to tickets or posters displayed at the venue.

Disclaimer: Please note that this event may be photographed and/or audio/video recorded for archive resources and/or University promotional and/or recruitment materials, including the website.

There will be a charge from AV associated with these services. If you want to use any footage on your School/College website, please contact your School/College Office, the Web Team and AV to discuss this.

Catering

Campus Services coordinate the University catering services.
If you are booking a venue through the Conference and Events Office, please inform them at that time of any catering requirements you may have. Sample menus are available here.

Catering at any other venues in the University should be booked through Delivered Catering.

VIPs

If you wish to invite a VIP (including a representative of the Scottish or UK government or local authority) to speak at your event, or attend as a guest, please contact Godfrey Brown in the Communications Office on a.g.brown@abdn.ac.uk or 01224 273231, or the Communications Office 01224 272014 communications@abdn.ac.uk for advice on how to proceed.

Publicising your event

• Materials

UniPrint offer graphic design services as well as printing. Contact on 01224 272825 to discuss any requirements you have for posters, flyers, tickets, etc.

Following a competitive tender exercise External Affairs has appointed a roster of design agencies for design requirements across the institution.

The agencies are:
• Emma Quinn Graphic Design (Edinburgh)
• Hampton Associates (Aberdeen)
• THK Design (Edinburgh, Oxford)
• 999 Design (Glasgow, Manchester, London)
• D8 (Glasgow, Birmingham)
• Elmwood (Edinburgh, Leeds, London, Melbourne, New York)

These are the only design agencies approved to produce work for the University.

If you require information on appropriate use of the University logo, please see details here.
For any further assistance with any of your design and marketing requirements please contact Communications on 01224 272014 or email communications@abdn.ac.uk.

- **Online Events Calendar / Events Ezines**

Once your event is confirmed, just fill in the online form (as mentioned above) and send to events@abdn.ac.uk so that we can promote your event in a number of ways.

- **Plasma screens**

Plasma screens are located in public spaces throughout the University. If you would like details of your event included on the plasma screens, please contact the Audio Visual Unit on 01224 272961 or email mediaservices@abdn.ac.uk.

- **Message of the Day**

Staff can submit news items for online Noticeboard here.

- **Media coverage**

The Communications Office cannot guarantee that events will get media coverage. Once the details of your event are confirmed, please contact Communications on 01224 272014 or email communications@abdn.ac.uk.

There are lots of other ways of promoting your event including distribution of promotional material, online promotion, direct mail and so on. For further information, contact the Events office on 273233 or 273874.

**Invitations, ticketing and RSVPs**

Ticketing and/or RSVPs for events can help judge capacity and numbers for catering. Please check with your School/College Office for their standard procedures for collating this information. Events Office can advise on the advantages of online booking and other options.

On your invitations please include advice on travel options, as parking is limited on campus. Ask any guests with special access or dietary requirements to get in touch so that you can make any necessary arrangements.

**Stewards / ushers**

If you require extra assistance on the day of your event, it is often surprising how many individuals are willing to lend a hand. We would suggest you try recruiting volunteers internally, through your College or School internal communications.

University Student Ambassadors are available to help for an hourly rate. Please contact Student Recruitment sras@abdn.ac.uk for more information.
Health and safety

The University Health and Safety information is available to review here.

Become a first aider! If you are looking to organise and attend events regularly, it is very much worthwhile becoming a First Aider. You attend a 3 day course which you will have to find funding for. Once you complete the course your First Aider status lasts for 3 years. For information regarding First Aid training, please contact Jasmin Taylor on ext. 2093 or jasmin.taylor@abdn.ac.uk.

Security and car parking

For advice on visitor parking, security issues, etc. please go to the Estates website.

Contacts

| University Events Office   | 01224 273874 | events@abdn.ac.uk |
| Communications Office     | 01224 272014 | communications@abdn.ac.uk |
| Audio Visual Unit         | 01224 272961 | mediaservices@abdn.ac.uk |
| Uniprint                  | 01224 272825 | uniprint@abdn.ac.uk |
| Conference & Events Office| 01224 272660 | conf.events@abdn.ac.uk |

Room Bookings

| Kings College             | roombookings@abdn.ac.uk |
| Polwarth Building         | 01224 437928 | e.sutherland@abdn.ac.uk |
| Institute of Medical Sciences | 01224 437300 | imsreception@abdn.ac.uk |
| Suttie Centre             | 01224 437754 | arlene.ray@abdn.ac.uk |
| Kings College Chapel      | 01224 272137 | chaplaincy@abdn.ac.uk |