

Event planning toolkit – 2018

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 Relations 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.

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.

If your event is high profile or of potential interest to the public, you may want 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. Further information and booking details for these campus venues are available on [the Conferences and Events Office Website](#). Or you can contact them on 01224 272660 or conf.events@abdn.ac.uk. If you require any AV (microphones, projectors, etc), table cloths, waiting staff, etc. these can be booked through Conference and Events 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.

PLEASE NOTE: 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

Conference and Events and 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](#).

If you are booking a room through Room Bookings and require catering you can order 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 Public Affairs 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

You will be able to advertise your event yourself on your department/school Events Feed, please contact IT if you are not sure who looks after your Events Feed within your area of the website, they will be able to tell you.

Please see the 'Uploading an Event onto your Events Feed' guide for more information on this. This can be found under the Events tab on the External Relations page [here](#).

Once you have advertised your event on your feed please let the [Events team](#) know and they will be able to adopt it onto the main University ['what's on'](#) guide if appropriate. Please note only public events can be advertised on the 'what's on pages.

- **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 Relations 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](#).

- **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 Communications Team at communications@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](#).

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
CPD Services

01224 272137
01224 272523

chaplaincy@abdn.ac.uk
cpdservices@abdn.ac.uk