STANDARD OPERATING PROCEDURES FOR EVENT MANAGEMENT

University Ceremonies and Events
Office of the President

FIU | FLORIDA INTERNATIONAL UNIVERSITY

University Ceremonies and Events
Office of the President

STANDARD OPERATING PROCEDURES EVENT MANAGEMENT

CONTENTS

FIU EVENTS WORKSHOP

Purpose of the workshop presentation:

- Review basic event practices that are common across all units at FIU.

- Offer some tips and tricks that we hope will help you manage your events more effectively and efficiently.

- Discuss protocol and procedures when the President will be at an event.

What are the functions of an events officer?

- Plan and host special events and socials. Examples of events at FIU include galas, recognition events, lectures, conferences, town halls, ceremonies, and receptions.

- Plan and orchestrate meetings, conferences, ceremonial events, and functions.

- Represent organization at events.

- Utilize the organizational order of precedence for proper seating, introductions, drafting of speeches and testimonials.

- Travel locally and abroad with client or executives, when necessary.

- Greet and escort visitors.

- Research and manage overall selection of gifts.

Quality Matters

Offer a clean and safe environment.

- **Safety**: Our first duty is to keep our guests' safety in mind. This is inclusive, but not limited to: taping down loose wires to the floor, having police presence if needed, knowing the appropriate seating capacity, knowing who to call in case of an emergency, if serving food, knowing food allergies, etc.

- **Cleanliness**: Not only are the event space and outside surrounding areas clear of dirt/mess, but details are also considered (e.g., garbage cans are not over-flowing, glass walls/windows are smudge-free, etc.)

Take time to work on the details.

- **Details**: Check spelling. Practice speeches. Make checklists. Brief your event staff. Details will go a long way!

Ensure you are meeting your goals.

- **Goals**: Each event is unique and may have specific goals in mind (i.e. fundraising, appreciation, etc.) Keep this in mind and meld them into your logistics planning (e.g., speeches, images, tag lines, etc.) to ensure an effective event.

"Inspect what you expect and expect the unexpected!"

In other words, if you fail to plan, you plan to fail!

Service Excellence

- Remember to treat every guest like they are important, regardless of their status.
  - It does not matter if you are dealing with students, visitors, alumni, elected officials or donors. Everyone that walks into your room should be treated fairly, respectfully, and politely.
- Create memorable experiences.
  - National protocol expert Diane Brown, says: "Don't just set a room, set an experience." From the moment a guest enters an event/meeting, to the moment they leave, their experience should not only have special touches (i.e., warm welcome, gifts, photos, etc.) but should also be consistent (i.e., their entire time in the room should be positive and enjoyable).

Your front line is your bottom line.

  - Regarding *big personalities*: "It is important for all event staff to know that we are there to serve them, not to be a servant."— Diane Brown, Protocol Expert
  - Any staff who may have direct interaction with your guests (greeters, VIP escorts, tour guides, drivers, etc.) should be polite, dressed professionally, cheerful, and knowledgeable about your department/institution.
- Though we should always strive for excellent service, especially to VIPs, it is important to remember that you should never be belittled as a person. Sometimes, in a simple miscommunication, an apology takes you a long way. However, it is perfectly acceptable to hand off your more challenging guests to another staff member if you feel you cannot handle that specific situation.

REPRESENTING FIU

The Principles of Professionalism

The following are your presence power points. They do not show up on standard tests measuring intelligence or technical expertise, but they identify you to everyone you meet:

- Your eye contact

- The entrance you make

- The way you shake hands

- Your posture

- The way you introduce yourself

- The way you introduce others

- Your people skills

> "There is only one rule for being a good communicator: Learn to Listen."
> — Christopher Morley

Eye Contact

Your eye contact:

- Tells the other person you are listening

- Makes you a better listener

- Focuses attention on the individual and makes him or her feel important while you look in control.

Direct eye contact should be made in the range of **40 to 60 percent** of the time. Less than that and a person is seen as shy, shifty, hiding something, or lacking self-confidence and authority.

If the eye contact is more than 60 percent, a person will feel put on the spot, examined, or under a microscope, so to speak.

If you sometimes get feedback that you are coming across as critical or in a negative manner, and you don't mean to do that, check your eye contact. You may be looking more than 60 percent and people see this as being pinned down. When you are talking, watch your listener's eyes to see if you are holding his or her attention. It does not matter what you say if the person you are speaking to is not listening.

EVENT TERMS

Definitions

- Agenda — Program order *(example on page 56)*

    - Normally prepared for the public or speakers (order of speakers and their titles/topics)

- Program — *(example on page 57)*

    - More detailed than an agenda as it provides the schedule of activities and speakers from the start of the event to its conclusion

- Run of Show — Timed program order (with cues) *(example on page 58-59)*

    - Minute by minute outline of the event (speakers, A/V cues, stage direction, remarks, etc.) — normally for event coordinators

- Remarks — Talking points or speech for speakers

EVENT MANAGEMENT
STANDARD OPERATING PROCEDURE (SOP)

This SOP should be used to plan your event. It can be customized to fit your event needs.

Planning Meetings

- ☐ Initial Planning Meeting
  - Meeting should at a minimum include members of the unit hosting event and a UCE representative if applicable
  - Budget should be determined at this time and method of payment (who will process and/or activity number for vendor requests). Vendors **cannot** be contacted without this information

- ☐ Walk-through(s)
  - Should be held minimum of 3 weeks prior to event
  - Must include members of the unit that is hosting event, all vendors, and a member of the Office of the President (if President is attending)
  - All building/event space maintenance should be completed prior

- ☐ Briefing
  - A briefing meeting with the team members working the event should be scheduled 5-7 business days prior
  - If the event requires a briefing meeting with the President, it must be scheduled a minimum of three weeks in advance with his office

- ☐ Set-up
  - Should take place day before depending on event time
  - A run through of the program should take place after set-up to mitigate possible issues

- ☐ Rehearsals
  - Should take place at minimum 2 hours before live event to get A/V preferences, presentations and videos played to ensure no issues

- ☐ De-briefing
  - A de-briefing may be scheduled with team members
  - If the meeting must include the President, follow the same procedures for scheduling as above. The President's office will be able to provide a date post-event.

Invites

- Please see page 60-61 for invite considerations when the President will be attending/is hosting the event

Event Timing

- Event should be held on a date that is mutually beneficial to the requesting department, the President (if attending), and any other key members of the university community.

- When setting the day/time for your event, remember to consider the following:

  - Holidays

  - Annual community events

  - Work schedules

  - City traffic

  - Road closures due to construction or on-campus events

  - Sunlight direction (if event is outdoors)

  - Seasonal weather (if event is outdoors)

- Remember to plan your invite dissemination schedule.

- Depending on the timeframe a save the date can be sent to notify guests of upcoming event

- When picking day and time of your event, look at what key constituent group you are targeting. Decide what potential conflicts they may have (e.g. Downtown employee making a 4 p.m. event, Board member for FIU and a community foundation who has their annual event the same night you want to host, etc.) and set your schedule accordingly.

- A few industry standards of invitation timing protocols:

  - Standard practice for dissemination schedules for larger gatherings (50+) with mainly external constituents:

    - min of 8 weeks: save the date

    - min of 4 weeks: invitation (if no save the date)

    - min of 3 weeks: invitation (post save the date)

  - For mostly internal constituents:

    - usually, a save the date is not necessary

    - you can stretch invitations to a minimum of 2 weeks

  - For smaller gatherings:

    - usually, a save the date is not necessary

    - min of 3 weeks out from event to send the invitation

Invitation Design

- Key items to include:
    - Approved Logo
    - Invitation Line
    - Request Line
    - Occasion Line
    - Date Line
    - Time Line
    - Location Line
    - Special Instructions
    - Reply or RSVP Information
    - Other
- Logo – Use requesting departmental logo or university's logo
    - You may find these at logos.fiu.edu
    - When departments/organizations are co-sponsoring, logos should be placed on the same line — unless there is a sponsorship level attached that requires a specific order and size.
- Invitation Line — Hosted by
    - Listed in precedence order — unless host yields his precedence (ex. President [Insert Name] and Dean [Insert Name] invite you to…)
    - If invitees are of relatively equal rank, then list alphabetically
- Request Line: Invite phrase
    - Ex. "cordially invites you"
- Occasion Line: Type/Purpose of event
    - Type: Is it a meal, ceremony, announcement, etc.?
    - Purpose: To celebrate, to announce, in honor of
    - Date Line: The date the event will be held
    - Use day and date (ex. Monday, July 1, 2021)
    - Do not abbreviate the month (i.e., Say August, not Aug.)

- Do not use ordinal indicators when using the year (i.e. July 1st, 2021 should be written as July 1, 2021) — if not using the year, ordinal indicators are appropriate to use

- Time Line: When will the event be held

  - Spell out the time (informal - 6:00 PM / formal – six o'clock)

  - For structured programs, we suggest including end times (6:00 – 8:00 PM)

- Location: Where will the event be held

  - Placement on the invitation is up to the department

  - However, it should be in Micro-Macro order, or vice versa (ex. Room, Building, Campus, University … OR … University, Campus, Building, Room)

- Special Instructions: Any important notes your guests should be made aware of

  - Ex. Attire, Transferability of invitation, Driving/Parking information, etc.

  - Reply Information: How should your guests confirm/decline their attendance

  - Recommendation is to list a direct contact (staff member's name) with email and phone number

  - Other: Any special information you would like guests to know

  - Ex. Institutional boilerplate, Honoree bio blurb, etc.

It is important that all units/persons named on an invitation approve the mock-up PRIOR to it being disseminated. Examples:

- If the Dean of the College of Arts, Sciences and Education is hosting the event, he or his designee should approve.

- If a speaker is coming for a lecture, they or their PR team should approve.

Invite List

- Determine target audience (FIU leadership, FIU Boards, faculty, students, and community)

RSVP List

- Can be managed using Qualtrics, Google Docs, or other appropriate online method

- Using an e-mail address should be the last option as it is more difficult to manage or reflect most current responses

- The requesting department is responsible for taking RSVPs. This tracking system should include: Full Name, Guest Name, RSVP, Affiliation, Title, and Contact Information (including email and assistant info when appropriate).

Precedence

There is an official precedence for all events, but it is important to know that each guest also may have "relative precedence" at a given event.

- This is important to know for proper seating arrangements, but more so for remark recognitions.

- One's position in an order of precedence is not necessarily an indication of functional importance, but rather an indication of ceremonial or historical relevance. In other words, official precedence means the standard order of rank of the group in question. Relative precedence, on the other hand, is conferring a higher precedence to a person than their current position dictates — or their order of importance related to the specific meeting/event.

  - Examples:

    - Recognizing alumni at an event is rarely needed, but at Torch Awards, alumni honorees and donors are always recognized.

    - In some cases, a donor may trump an elected official.

- Rules of thumb:

  - For recognitions, keep similar groups together (e.g., elected officials should be recognized at the same time, etc.)

  - Always go macro to micro or vice versa; do not skip around with who is being recognized.

  - Examples that we are most asked about (in precedent order):

    - U.S. Federal Government

      - President

      - Vice President

      - Governor of the State (when in that state)

      - Speaker of the House of Representatives

      - Former Presidents

      - American Ambassadors

      - Secretary of State

      - Foreign Ambassadors

- Widows of Former Presidents

- Members of the Cabinet

- Senators

- Governors (of other States)

- Former Vice Presidents

- Members of the House of Representatives

- Mayors

- State Senators and Representatives

- U.S. State Government

  - Governor

  - Lieutenant Governor

  - Speaker of the House

  - U.S. Senator

  - State Cabinet Members

  - Member of the House of Representatives

  - Mayor of the City (when in own city)

  - State Senator

  - Mayor of the City (when outside their city)

  - State Representatives

  - Elected Officials: State, County, City

- Business/Corporate

  - Chairman of the Board

  - President

  - CEO

  - Executive Vice President

  - Senior Vice President

  - Regional Vice President

  - Vice President

  - Executive Director

  - Director

  - Manager

- FIU
  - President
  - Provost/Executive Vice President
  - Senior Vice President
  - Vice President
  - Vice Provost
  - Senior Associate Vice President
  - Associate Vice President
  - Assistant Vice President
  - Deans
  - Executive Directors of Programs
    (ex. School of Environmental Arts and Society)
  - Department Chair
  - Director

Board Members

- FIU has four main boards:
  - Board of Trustees: https://bot.fiu.edu/
  - Board of Directors: https://give.fiu.edu/about/board-of-directors/
  - President's Council: https://pc.fiu.edu/
  - Alumni Association Board of Directors:
    Website: Alumni Association Board of Directors (AABOD)
    Contact: Alumni@fiu.edu

Invitations should be approved by the Office of the President before they are sent to the boards.

Board liaisons should always be notified if their members (specifically the officers and/or the entire board) are invited to events.

Though we realize our board members can hold multiple roles on campus, out of courtesy, we ask that you at the very least send the board liaisons your event flyer/summary. Board members are often used to going to them for everything. It shows lack of communication when they cannot appropriately respond to their members.

PLANNING LOGISTICS

Building Maintenance

- Event Managers should be in communication with Building Manager (if applicable), or with Facilities Management directly, at all times, to ensure the upkeep of any event space under their purview.

- Event spaces should be ready to host an event at all times.

- Walkthroughs should be scheduled with a representative from UCE for any event at which you expect the President to attend.

  - First walkthrough should be held a minimum of three weeks prior to event.

  - Upon set up completion, a representative from UCE should be contacted for the final walkthrough.

Facilities Checklist

- The Office of the President has a checklist that can be useful in the routine maintenance of event spaces.

- To receive checklist, please email a request to Jehnny Rivera (jprriver@fiu.edu).

Services and Vendors

- ☐ Design Services
  - Services include HTML invitation design, printed programs, flyers, retractable banners, step and repeats, etc.
  - Intake form: https://externalrelations.fiu.edu/projects/index.html
- ☐ Venue
  - Selection of location should be done at the initial planning meeting. This can vary depending on event and needs, (i.e. ribbon cutting)
- ☐ FIU Facilities Management
  - Online request form: myfacilities.fiu.edu
  - They can be contacted for numerous services such as: chairs, tables, stage, plants, etc. Check form for a complete list of services

- ☐ FIU Media Technology Services
  - They can be contacted for numerous services: AV support, photography, video streaming, videoconferencing, etc. Check form for a complete list of services
  - Website: https://events.fiu.edu/

- ☐ FIU Parking and Transportation
  - Services include reserving parking spaces, directional signage, bus rentals, etc. Check form for a complete list of services
  - Website: https://operations.fiu.edu/

- ☐ FIU Environmental Health & Safety
  - Key policies: ehs.fiu.edu
  - Contact: Wilfredo Alvarez (wjalvare@fiu.edu) & Armando Garrido (agarrido@fiu.edu)
  - Should be contacted for walk-throughs or general questions regarding safety especially if event is outdoors

- ☐ FIU University Police
  - FIU PD Special Events Form can be found on https://police.fiu.edu
  - Should be contacted if you expect high level of VIPs, event is taking place at an external venue in the evening, or there will be students attending event

- ☐ Panthere Catering
  - Website: shop.fiu.edu/dining/catering
  - Contact people: pantherecater@fiu.edu

- ☐ FIU's Central Hub for Reserving Space & Other Services
  - https://reservespace.fiu.edu/
  - Now you can reserve top venues across our many locations throughout South Florida and Washington D.C. Once you access the reservation system, you will see a large list of spaces, vendors, and amenities available.

Event Setup

Seating

- Reserved Seating
    - Speakers/Platform Party
    - VIPs (donors, board members, community leaders)
    - University Administration, when applicable

  - If anyone is to be recognized from the audience, ensure that the speaker knows where they are seated ahead of time.

  - Ensure that all speakers have the appropriate briefing on stage management.

  - Stage management includes: how to enter/exit stage, how to use audio/visual equipment, where beverage will be located at/near podium, etc.

  - As mentioned already, precedence matters!!!

  - For the seating area: make sure placards say "Reserved". However, if there are guests who need to be placed in a specific seat for the event, then we highly suggest that you use their last names on the placards, so no one takes their seats.

  - Speaker should be made aware of this so they can point them out during their speech.

- Dining (Event Venue)

  - Pre-determine table arrangements as well as seating charts (if necessary).

  - President's table should always have tent cards with guest names.

  - For buffet style service, ensure that event coordinator and catering staff have agreed on the best location and line management.

  - Menu cards should always be included to ensure guests are aware of potential food allergies.

  - Make sure your table assignments are in a logical order.

For table assignments:

  - If your tables are numbered, the table layout should be in numerical order.

  - If they are NOT in numerical order, or if you are using non-numerical names, ensure you have a table schematic available at each entrance to your event room — and/or staff stationed at each entrance with the schematics to help guide guests to their tables.

Additional notes:

- For plated service, ensure that guest of honor is served first.

- For buffet of 200+, we recommend setting up to allow for double lines per station (i.e. Guests can plate themselves from each side of the table).

- For plated service, ensure candid conversations are had with catering team and how serving/pick up will affect your program (Ex. No service while speakers at podium, pre-plating salad and/or dessert, etc).

In this picture you will note:

- The low centerpieces, which allows for conversations across the table and easy sight to the stage.

- Since this was a large event, pre-plated salads are acceptable.

- Sponsor recognition was on the table but not overstated.

- Table number was visible ← *Note:* Your table numbers should be in order!! When numbers skip around in the room, makes it very hard for your guests to find their seats.

Hints on how to remember which glass is yours:

- Make a "b" with your left hand, and "d" with your right hand. If looking at the plate, "b" is for bread (left hand, means left side of plate) and "d" is for drink (right hand means right hand of plate).

- If you don't want to make hand signs at the dinner table, you can also use the acronym BMW: bread, meal, water.

Podiums NOT to use:

DO NOT use the podiums in the pictures. Since banner flags can be easily damaged/ wrinkled, we are moving away from this look as a university.

DO use the ones shown in the upcoming slides ("staging protocol")

- Clear Acrylic with logo engraved
- Wood with logo placard

Important Notes:

- Podium should include a microphone with stand, unless otherwise requested by the speaker(s) — e.g., lapel, hand-held, and Countryman Mics.

- Podium should have a light — either connected, or overhead.

- There should be nothing placed on the podium except the script (i.e. No notebooks, laptops, glasses, etc.) unless specifically requested/approved by the speaker.

- A tall glass/bottle of water should be provided for speakers (preferably in a shelf inside podium, or table near podium, or at his/her seat).

Staging Example with Approved Podium

Example: Outdoor event (clear podium).

You will note…

- A backdrop that can be a screen, video wall, or a step & repeat

- Stairs with handrails to the side of riser for safety purposes (even if the riser is low to the ground)

- Stage skirting and plants around stage fill space and add simple decors

Staging Example with Approved Podium

Example: Indoor event
Davos style seating for a panel discussion

You will note…
- Draping behind stage

- Up lighting in blue and gold colors

- Acrylic podium

- Water on a small table(s) for each speaker

- Flags are in proper order (see next page)

- Projection is showcasing panel information with title of discussion, speakers' names, and appropriate logos

- Stairs with handrails to the side of riser for safety purposes

Flag Protocol
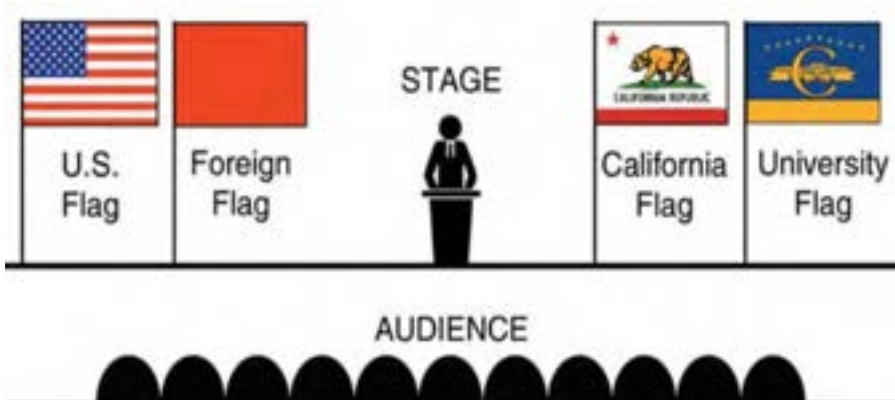
Standard protocol stipulates:

- That the national flag stand alone to the audience's left.

- It is still appropriate to bunch the flags together, but they must (a) still be in precedence order and (b) the national flag must showcase the eagle top, and/or the national flag must be higher than the others.

- Poles, bases, finials, and fringes should all match (Ex. If there is a silver base on the national flag, all other flags should also be on silver bases).

Regarding the photo:

- If no foreign flag is necessary, U.S. flag stands alone — or all three are bundled together (in rank order).

- If there is a visiting state/agency/organization flag to be showcased, that will go next to that flag's level (i.e., State next to state, university next to agency, etc.).

Branch of Armed Services flags precedence order:

- Army, Marines, Navy, Air Force, Space Force, and Coast Guard

Official Backdrops

Though not necessary, backdrops are great for official event photos — and can liven up a dull corner of a room!

If you are planning to purchase one, we do suggest that you purchase a matte finish (less glare in photos) and ensure you can properly store it after each use (so that it does not get wrinkled/damaged).

You will note the framing of this photo does not cut anyone off or shows the ends of the backdrop. This is especially important when you are considering mailing the guest of honor photos or promote the photos in marketing materials. Think: Can this photo be framed?

Parking Directional Signage

- Full considerations should be made for all types of guests when designating parking for events (i.e., disabilities, VIPs, distance from event, etc.)

- Directional signage should be coordinated through the Office of Parking & Transportation. Signage should be placed along all routes from each point of entry (regardless if directions were sent to guests prior).

- If attendants are needed, please work with the Office of Parking & Transportation to discuss expectations.

Additional Notes:

- Ensure you review the official signage policies.

- Always be clear about your expectations with signage and parking instructions (i.e., event name, specific space for them to block for parking, greeting for attendant to give guests, etc.)

- For events with parking lists, always ensure parking attendants have the most accurate list of names for potential guests who will be using that area. Best to email their supervisor a copy the day prior as well as hand-deliver a copy to the attendant just prior to your event.

Nametags

- Should be professionally printed.

  - Name tags should never be handwritten. Plan to have a printer on site or a label maker.

- Magnet tags are expensive but preferred by guests as they do not put holes in their clothes.

  - Clip tags are an acceptable alternative BUT are usually difficult for women to wear as they rarely have lapels or shirt pockets.

- Details on the tags vary event to event. There are two common practices:

  - Line 1: Logo
    Line 2: First name (large print)
    Line 3: Last name (small print)

  - Line 1: Logo
    Line 2: Full name
    Line 3: Affiliation

- Be careful with guests who have honorific titles or nicknames.

  - Honorific titles are those given by office or education (Senator, Dr., Reverend, etc.) Some guests are very particular on how they are addressed by others, so always check how they prefer to write their nametags.

- Check your spelling!!

  - Typos are easy to overlook, especially if you are handling the tags and all other event details (your brain can only handle so much information). Take the time to double check all spelling or ask someone to double check your work with fresh eyes.

Escorting VIPs

- Always open the door for your guest and allow them to enter first.

- If directing them to a location, it is appropriate to walk a ½ step in front of them. Never walk in front or block them; always walk to their side.

- If you are also with an administrator who knows where to go, allow them to lead the VIP.

- Respect their personal space.

- It is ideal to stand behind the person your VIP is speaking to and make eye contact. It is important to give them the opportunity to wrap up the conversation ON THEIR OWN. However, if you are pressed for time, give them at a minimum 1 minute before politely interrupting the conversation. These cues should always be discussed with your VIP so that they are aware as to why you may be doing this.

- Do not be too pushy or territorial with VIPs. Give them the respect of being self-sufficient while still offering guidance and assistance.

Additional notes:

- Be prepared to answer any questions in regard to the event or university.

- If asked a question to which you do not know the answer, let them know you will find out the information and get back to them immediately.

- Have research on who the VIPs are at the event, including photos, so staff who may not be familiar with the VIPs will be able to spot them.

- Always ensure your VIP has what they need for their event (e.g., names of who they will be seated next to, event program, remarks, etc.)

Audio/Visual

- Always check with your speakers on their preferred A/V needs.

- Produced videos should always be high quality.

  - Video production: Videos appeal to multiple senses, your guests are more likely to remember this aspect of your event. Therefore, it is imperative to produce good quality pieces (e.g., sound, high-res images, listing names of speakers, smooth transitions, etc.). In other words, if you are going to do it, do it well.

- All A/V should be tested prior to each event using the equipment on site.

  - Testing: Just because it worked in your office, does not mean it will work at the event site. This is even truer if you are doing a presentation abroad!

- Never stream videos from websites such as YouTube.

Power Point Presentations:

- When creating presentation slides, consider contacting the facility's audiovisual department to determine the aspect ratio (4:3, 16:9, or 16:10) so your presentation is optimized with the room's projector and screen capabilities. However, when converting to 16:9 (preferred ration) from a presentation originally created in 4:3 there is stretching that occurs with graphics and pictures, making faces look fatter and charts or graphs appear incorrectly. It is best to start the presentation at the proper aspect ratio for the projected source.

- Also, you may want to consider projecting the FIU/Department logo along with the event name — AND/OR — adding it as a slide to the start and end of presentations.

Photography

- A run-through with your photography team is important to conduct prior to the event.

    - Run-Through: To get the desired photos, it is critical to let your photographer(s) know of your vision (i.e., how you will use the photos). This will help them choose the best lighting and angles.

- Respect guests' personal space and requests.

    - Personal requests: Guests in private conversation rarely like having photos taken of them. There will also be guests who prefer not to be photographed. Respect their personal wishes.

- Avoid drinks and nametags in photos.

    - Drinks: Especially for those events that will use photos as marketing materials, consider the message you are trying to portray.

- Many guests will often ask for copies of the photos taken. Have a plan!

    - Copies: Prior to the event, decide whether you will send out photos upon request or to all guests. Make sure your staff is aware of the method so that, if asked, they can respond and act accordingly.

Gifts

- When gifts will be provided to a guest of honor, be cognizant of:

    - Culture

        - Example — Chinese culture considers clocks a sign of death.

    - Religion

        - Example — Do not give a person of the Jewish faith a crucifix.

    - Gifting history

        - Gifting History: Have other university officials given your VIP a gift? Ensure no double-ups occur!

        - Advancement units: this can be easily tracked via actions in Raiser's Edge.

    - Travel requirements

        - Do they have space in the bags? If international, do they have customs requirements? Are the items perishable?

    - Ethical restrictions

        - Most elected officials can only receive gifts under a certain price point or have to return it/report it/pay for it. Know the rules!

- For a state-by-state breakdown, you may go to **ncsl.org/legislatures-elections/ethicshome/50-state-table-gift-laws.aspx**

  - If you have any doubts, contact the Division of Strategic Communications, Government, and External Affairs.

Attire

- For guests:

  - It is important to let your guests know how to dress for your event.

  - Do NOT assume they all share the same definitions as you!

    - Examples:

      - Formal — To some this means business, to others this means ball gowns and tuxedos.

      - Gala — To some this means ball gowns and tuxedos, to others it means cocktail attire and sports coat.

- This is especially important when inviting guests from other nations/cultures.

- If there is something you specifically do NOT want them wearing (e.g. casual, but no jeans) then make it known to your guests. You should never make any of your guests feel uncomfortable — this is especially true for women!!

- For staff:

  - Dress for the occasion, but always professionally.

  - Always wear your nametags (right side).

  - FIU pins should be worn.

- 55 percent of a first impression is based on the way you look. Looking professional does not mean wearing a suit. This means that even if it is a BBQ, your team should still be put together (i.e., shirts ironed, well-fitted bottoms, event-appropriate shoes, etc.)

- Industry standard states that nametags are worn on your right side for two reasons: (1) logos are often worn over your heart — left side (2) when you shake someone's hand, it is normally with the right — the line of vision automatically goes up to the other person's name, which is on their right side, and therefore the name tag is easily viewed.

- Pins could be the university one or departmental. But remember that you are our brand ambassadors, so it is important you showcase your pride! It is also nice to have pins available for guests at the event.

Staffing/Volunteers

Prior to your event ensure that you have sufficient staff to assist with duties such as registration, ushering and stage management.

- A full run-through with your staff is always recommended.

- Entrances and registration tables are normally where most questions are asked.

- Consider staff well-being.

  - Make sure your staff is given appropriate breaks (including restroom and meal breaks).

  - If your event is longer than 3 hours, you should be providing your team something to eat/drink. Out of courtesy and good business practice, this includes your vendors (if not already included in their contracts).

- We all love being in charge, but we must trust our team members!! Bring them into the fold. Let them understand the purpose for the event, what the program is, who the important guests are, etc.

- Staff assigned to registration/entrances MUST know the event basics:

  - Know where bathrooms/exits/smoking areas are.

  - Know seating arrangements.

  - Know who your speakers/VIPs are that may need assistance upon arrival.

- Everyone working the event (staff, volunteers, vendors, etc.) should know who to call if they are asked a question, they don't know the answer to, or need assistance in troubleshooting. Emergency contact cards, text groups, and walkie-talkies are just a few examples of how to inform your staff of where to go if they need help.

OFFICE OF THE PRESIDENT'S EVENT STANDARD OPERATING PROCEDURE

Presidential Request Forms

- Form A — Presidential Approval

  - Utilized for: letters, note cards, press releases, invitations, e-mails

  - This form requires two signatures — the initiator as well as a Dean/VP (note, academic units often need to get Provost approval unless they are annual/semester documents and have already had templates pre-approved). If the President has a question, he will often contact a direct report or administrator, so we like to ensure they are not caught off guard by our calls.

  - 10 business days minimum are required for any approval.

  - The President only reviews and signs items at Signature Meetings, which take place on a bi-weekly basis.

- Form B — Event Request

  - University-hosted speaking engagements (on or off campus).

  - Please note that the President's schedule fills up months in advance. It is important all requests are sent to our office in a timely manner.

  - Note: Confirmation of calendar availability does not mean the President has agreed to participate.

  - Once a date is held, an Event Request Form (ERF) must be submitted to the Office of the President for approval.

  - The Office of the President will email a confirmation notice to the requesting unit once the President has approved his participation.

  - Please note that just because a request was submitted, and you are notified that he is available — does NOT mean the President is confirmed. Remember that he has many conflicting events, and last-minute changes can occur (though we promise to avoid them as much as possible). His scheduler will advise if/when a request is confirmed.

    - *Note —* Advancement units: you have your own request form. Contact Cathy Torres (ctorres@fiu.edu) if you do not have the correct form.

- Form C — RH Event Request

  - If an event is requested at the Reagan House, please use the RH Event Request form.

- Same notes listed above regarding scheduling apply.

See page 67 for example.

Presidential Briefings

- Preparation/Approval Meetings

  - To be conducted with key Presidential staff (i.e., Chief of Staff, RH House Manager, and must include a representative from UCE).

  - The purpose of these meetings (if necessary) is to get final approval on any questions/concerns you may have about your event.

  - *Note:* President may request this meeting to occur directly with him, but those will be scheduled upon his request only.

- Briefing Meetings

  - Should take place three weeks out from your event.

- Briefing Documents

  - The briefing document should be submitted to the Office of the President by the deadline listed on the "Upcoming Speeches" document. It is typically due 2 business days prior to your event by 3:00 pm. This document should list the pertinent information the President needs to know about your event. For example, you should include the program, remarks, other program participants' remarks (if possible), VIP bios with photos, and latest RSVP list.

See page 70 for example.

- De-Briefing Meetings

  - *Note:* President may request this meeting to occur, but those will be scheduled upon his request only. However, department heads and event coordinators should meet collectively to discuss the event that occurred for best practices for next planning.

- Walkthroughs

  - At minimum, the participants should be event coordinators for requesting department and key Presidential Staff (Chief of Staff)

    - Where necessary, you may also need to include: UCE team (university-wide event), Donor Relations event team (donor naming, recognition or stewardship event), Logistical support staff (as needed), and Catering (if necessary)

- For off-campus events — Schedule no less than a month out.

- For on-campus events — Schedule no less than a week out.

Invites

- All invites bearing the President's name should be sent to the Office of the President for approval prior to dissemination.

- The text and design of all invitations must be approved by OOP

    - If the event involves the community at large (FIU or Miami-Dade), the invitation must then be pre-approved by the Office of University Ceremonies & Events before the President reviews.

    - For events of 20 and under, invites should go out no later than 3 weeks prior. For large-scale events, invites should go out 4 weeks prior.

- List the President's name without the title unless it is going out to external constituents

Budgets

- All requesting departments are responsible for all expenses related to the event.

- Any quality control or quality enhancement requests from the President that require funds are also the responsibility of the requesting departments.

- These are inclusive of events at the Reagan House, unless otherwise agreed to by the President.

    - Examples of budget items include but are not limited to catering, floral, rentals, A/V, gifts, police, parking, etc.

    - Examples of "quality control" and "quality enhancements" include but are not limited to A/V (staging, lighting, video production, etc.), signage (directional, greeting, etc.), painting/cleaning of surrounding areas, safety, etc.

    - To avoid any unforeseen budget expenses, we highly recommend following our approval/briefing timelines.

Room Ambiance

- Centerpieces (if used) should allow for visibility across the table and to all speakers.

- Events should be inviting, yet festive. Special touches are always appreciated by your guests!

    - Special touches: an example was the HWCOM Inaugural Celebration Reception where photo frames of the history of the college were placed on each table, including targeted photos with VIPs we knew would attend the event.

- Plants and floral arrangements can always help fill up a room, if needed.

- Music should always be part of your program.

  - Music: not necessarily a performance, but at the very least background music to go with whatever mood you are trying to set.

- You do not have to overdo FIU colors.

- Room temperature should be comfortable.

  o Temperature: If you have a large event, the air conditioner should be lowered at least 1 hour prior to event start. It will be cold for those first few guests, but by the time the bulk of your guests arrive, it will be the right temperature for the event.

Event Walk-through, Briefings and Staffing (Non-RH)

- All events where the president will have a role (i.e., remarks) should be staffed by the respective division or college. The assigned staff person (AVP, DO, Director, etc.) should be knowledgeable about event logistics/programming and available to help the president as needed. Staffing should be coordinated and shared with Jehnny Rivera.

- A briefing meeting and walkthrough will be scheduled with the UCE team 3-4 weeks out from the event date to review logistical plans, program and run of show. If a briefing meeting is scheduled with the President, in addition to the assigned staff member, Jehnny Rivera must be in attendance. For event set-up, a representative from the UCE team should be in attendance to ensure that all standards have been met according to the briefing meeting.

Event Staffing (RH)

- All Reagan House events are managed by House Manager Lynda Rodriguez (romaguel@fiu.edu).

- For larger events (i.e., receptions, salons, recognition events, etc.), staff from the requesting department is required to work the event as determined by the house manager.

  - Roles include but are not limited to greeting guests, guest registration, catering management, set-up, and program management.

  - We ask that all staff helping the house manager discuss attire. We now have official event jackets.

Dining Protocol (non-RH)

- Easy access to the podium is critical.

    - This does not necessarily mean the table closest to the podium. Considerations like how tight the tables are and whether the President is leaving early should be made to make a decision on best placement.

- For round tables the guest of honor should be seated to his right

- The President's table should have assigned seating-name cards (even if others do not).

- Ensure food is served hot.

- Seating chart:

    - A final chart must be provided with the briefing document.

    - Tents cards should be printed and placed prior to event start.

Dining Protocol (RH)

- Maximum capacities

    - Dining room — 18 (including the President)

    - Courtyard — 150, standing/cocktail tables

    - Living room — 40, rounds (not preferred, must have presidential approval)

- Seating charts can be recommended to House Manager, but the President will approve final seating.

- Menus are set according to presidential preferences. If your guest of honor has any dietary restrictions or preferences, we need to be made aware within 1 week of the event.

RSVP Format for the Briefing Document

- We must receive RSVP lists for all events in which the President is participating.

- Lists should have the following elements:

    - Full Name

    - RSVP

    - Affiliation (student, faculty, staff, donor "guest of xyz")

    - Title (when possible)

    - Total guest count listed at the bottom of the list

Notable Guest Biographies

For guest bios include a photograph and blurb: This means 2-5 sentence summary on who they are.

- Reasons for blurbs — (1) he may not know much about the audience; (2) they may be donors; and (3) he may need talking points to help carry the conversation.

- Exception — Student Events — For them, we generally ask for major, year, expected graduation date.

Scripting Remarks

- President's remarks are drafted by the requesting department and Media Relations. If using the President's speechwriter, please ensure they receive at least one month's notice of the request with appropriate event details.

- Special requests

  - A minimum of size 16 type size; Verdana Font; 1.5 spacing; page numbers at bottom right

  - Talking points should be in bullet form while speeches should be broken out by the natural pause of each sentence.

  - Phonetic spellings of uncommon names must be included.

  - Drafted remarks must be consistent with the message you are trying to evoke at your event.

Note: Speechwriter is Ana Valdes (anvalde@fiu.edu).
In her absence, please contact Maydel Santana (santanam@fiu.edu).

Please recall the earlier note on scripts — if you are asking him to recognize people in the audience, it is imperative for the script to include where they are seated so that he may point to them as he speaks.

- The President should not recognize VIPs — he should not be assigned to make all the recognitions (donors, honorees, etc.) for the event … that should be assigned to a VP, Dean or MC.

- If he is asked to do so, a real-time recognition list should be provided to him prior to program start (based on actual attendance). The precedence order is as follows:

  - Elected officials (Federal, State, then Local)

  - Key community leaders (business, donors, etc.)

  - Board of Trustees members

  - Chairmen of any other FIU boards

  - ** Remember that "relative precedence" may change this order. The university's protocol officers can assist with this if needed. **

WHO TO KNOW

Office of the President

- Event Protocol and Walkthroughs — Jehnny Rivera (jprriver@fiu.edu)

- Scheduling Approvals & Briefings — Melissa Sabellico (msabelli@fiu.edu)

- Ronald Reagan Presidential House — Lynda Rodriguez (romaguel@fiu.edu)

Office of University Ceremonies & Events

Points of Contact:

- Protocol Management Events — Jehnny Rivera (jprriver@fiu.edu)

- Commencement & Ceremonies — Cameron Jones (cjones@fiu.edu)

    Notes:
    - Before contacting the President's office, your scheduling request MUST be vetted through your corresponding department head (i.e., Dean or VP) AND any applicable event-specific department (i.e. Donor Relations, CASE, CARTA etc.) first.

    - Some units (like Advancement) have strict pre-approval processes. Please follow any internal processes that are deemed necessary by your unit.

Events they assist:

- University-wide events (e.g., commencement, lectures, etc.)

- Building-related events (e.g., groundbreaking, ribbon cutting, naming's, etc.)

- Institutional lectures/forums/panels

- National Conferences

- Large-scale retirement festivities (e.g., Dean, Vice President, etc.)

- Large-scale gala events

Strategic Communications, Government and External Affairs

Government Affairs

- Ana Herrera (herra@fiu.edu)
- Inviting elected officials to your event:
  - Invitations must be sent to Government Affairs office, and they will forward to their appropriate contacts.

Should be notified if elected officials are attending your event & may assist in staffing. To learn more about our state and federal priorities, please visit government.fiu.edu.

Media Relations & Communications

- Maydel Santana (santanam@fiu.edu)

Branding and Marketing

- Eddie Merille (emerille@fiu.edu)

Editorial Services & Design Services

- Karen Cochrane (cochrane@fiu.edu)

Operations

- Ahiza Fernandez (abeers01@fiu.edu)

Donor Relations and Stewardship

Point of contact:

- Lark Bennett (larbenne@fiu.edu)

Events they assist:

- Recognition events (e.g., dedications, plaque unveilings)
- Stewardship events (e.g., University Wide Donor and Scholar Recognition Breakfast)
- Cultivation events (e.g., VIP reception, donor-hosted events at their home)

Note: Sometimes Advancement & University Ceremonies & Events will work on the same event (ex. naming of a building is an official university event but involves a donor).

Alumni Relations

Points of Contact:

- Sara DuCuennois (sducuenn@fiu.edu)

Events they assist:

- Alumni Fishing Tournament & Block Party
- Alumni recognition events (e.g., Torch Awards)
- Alumni World Tour
- Panther Alumni Networks

Spirit Teams/Rentals

- For Cheerleaders, Dazzlers, the Band, and Roary
    - Athletics Marketing handles all reservations for spirit teams.
    - Please fill out the "Mascot and Spirit Appearance Request Form" on the athletics website and email it to Karina Saud (ksaud@fiu.edu).
    - Please note that depending on the requested length of time and/or time of day of performance, your unit may be asked to provide food and beverages to team members. These requests will normally come via the team and not Athletics.

Logistical Support – BBC

- **Wolfe University Center**: Details on this facility can be found on their website. https://dasa.fiu.edu/all-departments/wolfe-university-center/
- **Kovens Center**: This facility has a very detailed website that can assist you in planning your events. https://kovens.fiu.edu

Logistical Support - MBUS

- Website: mbus.fiu.edu
- Special notes: Closest parking is the Park@420 Garage (16th and Drexel Ave).

Logistical Support – JMOF

- Website: jmof.fiu.edu

Logistical Support – Wolfsonian

- Website: wolfsonian.org
- The museum has an online reservation system for space rental and tour requests.
- *Special notes:*
  - Closest parking is the Pelican Parking Garage (1027 Collins Ave).
  - They utilize a preferred in-house caterer.

Logistical Support – FIU @ I-75

- Website: broward.fiu.edu

FIU Properties

- Modesto A. Maidique Campus: 11200 SW 8 St.
- Biscayne Bay Campus: 3000 NE 151 St.
- Engineering Center: 10555 W. Flagler St.
- FIU @ I-75: 1930 S.W. 145th Ave.
- Downtown: 1101 Brickell Ave.
- Miami Beach Urban Studios: 420 Lincoln Road
- Wolfsonian Museum: 1001 Washington Ave.
- Jewish Museum of Florida: 301 Washington Ave.
- Mana Wynwood: 2217 N.W. 5th Ave.
- Center for Translational Science: 11350 S.W. Village Parkway, Port St. Lucie, FL

External Vendors

You can contact external vendors for additional services:

- Flowers and Décor

- Production Company

- Rental Company — tables/chairs/tents

- Sound and Lighting Company

*This checklist is to serve as a guideline and is not an exhaustive list of all event needs and requirements. If you have questions or need further clarification, please contact Office of University Ceremonies & Events or the Office of the President.

Office of University Ceremonies & Events: 305-348-2288
Office of the President: 305-348-2111

CONFERENCE PLANNING CHECKLIST

Goals

- Develop measurable objectives and goals for the conference
- Ask yourself and your team these questions:
    - What is the goal of this conference?
    - What do we look to gain from the conference?
    - Who is our target audience?
    - What value are we providing to our attendees and sponsors?
    - What does a successful conference look like?
- Create ways to measure the success of your goals
- Share the goals and objectives with your team and committee
- Ensure that your team and committee have a method to track goals and objectives
- Keep these goals at top of mind at every point in the planning phase of the conference

Committee

- If needed, establish a small or large but efficient planning committee for the conference
- Determine person(s) that will be assigned to work on this event, create a timeline, and distribute tasks
- Tasks for individuals should include: venue, accommodations, conference program, conference run of show, exhibitors and sponsorships, speaker relations, registration, marketing, printed/design materials, transportation and catering
- Establish frequent internal meetings with the committee. We recommend monthly meetings a year prior to event, bi-weekly 3-4 months out, and weekly the 1-2 months prior to event as needed. Constant communication is KEY!
- If external stakeholders are involved in the planning of the conference, schedule both internal and external meetings that run separately
- Create a contact list with name, task assignment, and contact information to distribute to the committee

Budget

- Determine who is paying for the event and confirm availability of funds

- Request quotes from all external and internal vendors (venue, A/V, facilities, catering, website, registration, signage, printing, etc.)

- Use these quotes as a guideline when creating your proposed budget

- Create budget and keep it top of mind throughout the planning process

Event Checklist & Timeline

- Establish an event-planning checklist to determine dates for vendor selection, confirmations, delivery, set-up, rehearsal, breakdown, etc.

- Timeline should include hard deadlines that note important dates that cannot be run over

- In working out the timeline, it may be helpful to work backwards from the day of event to the first day of planning

- On the timeline include the committee member that will be responsible for that task to keep them accountable for meeting deadlines

- The overall event coordinator should create an event checklist as a simplified way of keeping track of all tasks

- It should include marketing, program, speaker requirements, overall logistics, services and vendors, staff and volunteer information, printed materials, supplies to purchase and bring, other events (if needed), and post event follow-up

Venue

- Determine desired possible dates & times for your event keeping in mind possible event conflicts or hindrances that may affect attendance or attendee experience

- Establish your needs, keeping your goals and objectives in mind.

- Think about the following questions when choosing a venue:

  - How many attendees will you need to accommodate?

  - What are your space requirements for each room?

  - What are the A/V requirements for each room?

  - Is Wi-Fi included or an additional cost?

  - Is electricity included or would we need to outsource for more?

- Are there food and beverage requirements at the venue?

- If at a hotel, are there booking requirements?

- Create and send out Request for Proposals (RFP's) to venues that meet your needs

- We recommend you complete a site visit to multiple venues before choosing one

- Choose the venue and sign a contract. Keep in mind that you can negotiate certain items such as room rentals waived if you meet a certain F&B requirement and/or comp rooms/upgrades for every x number of rooms.

- Once a date and venue are determined, notify Event Principals (who needs to be present) and place a hold on their calendars

Registration

- Develop a registration system/online portal that allows you to collect pertinent registrant information and/or payments

- Get as much information from your registrant as possible. This should include:

  - First & Last Name (Specify that this is the person attending and not just the person signing them up)

  - Company & company phone number

  - Email & Phone Number

  - Questions specific to which breakout sessions they are most likely to attend

    - This will help gauge which breakout rooms should be larger or smaller

- Registration should be simple, and participants should get a confirmation email right after registering

- At the event, the registration table should be open as early as possible to avoid a rush of registrants right before the conference begins

- Registration is the first experience a guest will experience at your conference, so make it a positive one!

- Make sure adequate signage is at registration to direct guests to where they need to go

- If necessary, create signage if registration badges/name tags are in a specific order

- Registration badges should be double sided and of good quality noting the Conference Name, Registrant's Name (Large and bold font), and Company

- Organize badges and materials as much as possible prior to registration opening to avoid a negative experience for your guests

- Stagger volunteers so they can take shifts at certain times, but keep in mind having

the registration table staffed at all times, especially during peak hours (morning and afternoon)

- The Registration Lead(s) should be always at registration to handle any registration issues including switching of registrant names, payments, etc.

- Registration staff should be briefed on all possible registration scenarios prior to registration opening up

Speakers & Presenters

- If needed, send out a call for proposals more than 6-9 months prior to the conference date

- Once speakers are chosen, confirm their technology needs including but not limited to their presentation and type of microphones they prefer

  - Microphone types include: Podium Microphone, Wireless Microphone, Countryman mics, & Lapel mics

  - Countryman mics are preferred especially during Davos Style and Fireside Chat

- Establish what type of speaking setup is appropriate for your keynotes and breakouts

- Speakers should receive information on the conference point of contact, audience demographics, presentation procedures, hotel, and transportation information, finalized agenda and day of instructions

- Factor in not only A/V needs, but seating needs and easiest flow of entry for your moderators and speakers

- Speaking types include:

  - Individual Speakers- presentation made by one speaker with a possible power point or video component

  - Davos Style- each speaker making a 10-minute introduction followed by discussions in the panel and with the audience. No power point presentations or formal speeches will be used, to foster an open debate and lively interaction

  - Fireside Chat- A more laid-back style of conversation with a moderator and speaker

- If a stage is used, ensure that the stairs up to the stage have railings for safe entry and exit. In addition, ensure that there is some type of backdrop at the back of the stage to ensure safety for speakers (plants are always a good option.)

- When a speaker or moderator comes onto stage, the screen should display the name of the talk, the speaker's name, and the organization they are associated with

- Create the appropriate agenda or detailed script for event (order of speakers and activities)

  - The agenda is a shorter, concise document that lists activities/speakers whereas the script notes the timing and a more detailed description of each activity with cues for staff, speakers, A/V, and lighting (if needed).

- Prepare remarks for speakers (if needed)

- Create a PowerPoint template used as the default background slide. This will be used for speaker names and affiliations to be shown for each session and breakout

- Arrange for one to two day-of speaker point of contacts, as well as a designated speaker room where they can prepare and make any changes if needed.

Sponsors & Exhibitors

- Identify potential sponsors

- Create a sponsor package outlining the different levels of sponsorship and what is included in each level

- One contact should be in charge of collecting contracts and payments from exhibitors and sponsors

- Work closely with the venue in mapping out the floor and understanding the best way to lay out the exhibitors

- Factor in electricity, A/V Wi-Fi, and spacing needs

- Begin communicating with sponsors and exhibitors on their conference requirements as well as their needs. A form like the one below can be used to gather information from your sponsors/exhibitors.

- Provide set-up and breakdown information, including shipping and load-in information if necessary

Marketing & Public Relations

- Determine a general Marketing & Communications plan with timelines

- Consider all avenues of promotion including social media, e-blast, advertisements, etc.

- Create a promotional website outlining all conference details including the agenda, registration, who should attend, sponsor/exhibitor information, accommodation information, etc.

- Work on pre, during, and post media release strategy to get out the word about your event

- Prepare invitation list

- Determine the dates for design and sending Save-the-Date, Invitation (early bird and regular), reminders, headline speakers, RSVP Deadline, etc.

- Promote the conference via social media. Mediums can include Facebook, Instagram, Twitter, Snapchat, etc.

- Make sure to focus on social platforms that appeal to your conference-goer. Do not waste efforts on promoting on a platform that is unlikely to reach your conference guests

- Different communication plans should be established for conference participants, speakers, keynotes, and exhibitors

- Conference Participants should receive general conference information including registration details and other pertinent information

- Speakers and keynotes should receive specific information regarding their overall participation in conference including A/V requirements

- Exhibitors should receive specific information regarding shipping and handling, set-up, breakdown, etc.

Design Materials

- Identify what signage and printed materials you will need for the conference. Some general items include:

  - Directional Signage

  - Registration Signage

  - Sponsor Signage

  - Printed Program

  - Lanyards

  - Badges

  - Podium Signage

  - Promo Items- pens, notebooks, FIU pins, etc.

  - PowerPoint template

- There is no such thing as too much signage! Make sure that it is very easy for conference guests to situate where each room is

- All signage should be consistent with the theme of the conference

Audio Visual

- Schedule a site visit with your Audio-Visual vendor to ascertain the requirements and needs of your conference

- Contact speakers to confirm their special needs or requirements

- Make sure you have appropriate electricity onsite to handle A/V needs

- Assign at least one person to manage audio visual in the main room and your breakout rooms

Food & Beverage

- Identify your expected food and beverage needs based on estimated attendees and staff

- It is typically best practice to order more than what the count will be

- Work with the venue or vendor to establish a menu

- Factor in food and beverage options that cater to those with dietary restrictions as well

- Conference goers appreciate coffee and snacks during the conference outside of breakfast and lunch so if the budget allows it is recommended you request it

  - Typical menu would include: Breakfast, AM Break, Lunch, and PM Break

  - Welcome Receptions (if scheduled) are typically held on the first night of the conference

VIRTUAL EVENTS

Before hosting a virtual event, consider the following questions:

- What kind of experience do you hope to deliver?

- Will the event be live, on-demand, or both?

- What virtual platform will you use & will it be available on my preferred date?

- Where do I want the content to be seen?

  - For example: Facebook Live and YouTube

- Will access be gated or free?

- When is the best time for the event?

- Will you require event registration?

- How will you promote the event?

- Do you plan to work with an advertiser or other partner?

- Will people still have access to the event once it's over?

- What KPIs and data do you plan to track?

Virtual Event Expectations

- Create a program with cues

  - Aim to limit event to one hour

- Plan & prepare for tech troubles

  - Test connection

    - Participants should plan to be on campus to use FIU Wi-Fi. Otherwise, they should log on earlier to test their connection

  - Upload/send materials beforehand if possible

  - Run several rehearsals with program participants, staff, and IT team to ensure everyone is comfortable with programming, content, and webinar features

- Assign duties to staff members

  - Managing presentation

  - Monitoring chat and engaging during lulls

  - Managing Q&A

- Branding

  - Create an FIU branded background as it relates to your event (or use an existing template)

  - Make it inclusive

  - Make sure clear language, large fonts, and high color contrast is used at all touch points—including presentations.

- Encourage engagement

  - Chat tools

  - Polls

  - Q&A

  - Social Media

FIU Resources

Transitioning your event to a virtual setting can be daunting- you are not alone! The team below are ready to help create a seamless experience for your attendees.

- Media Technology Services

- For assistance on your event, please visit https://events.fiu.edu/

Note: As soon as your date is selected, contact MTS teams to ensure that the Zoom webinar license is available.

FIU Virtual Event Examples

- Employee Engagement

  - Staff town hall- hosted by the Division of Human Resources

  - Faculty town hall- hosted by the Office of the Provost

  - Mindfulness in the Workplace- hosted by the Office of Employee Assistance

- Student Engagement

  - Student Town halls

  - Social media contests

  - Commencement TikTok Challenge

- Community Engagement

    - Annual MLK Commemorative Celebration- Multicultural Programs and Services

    - President's Council Roundtable - hosted by FIU's President's Council

Hybrid Events

- Hybrid events have been incorporated into our next normal to broaden our event attendance and reach

    - Example: Summer B and Fall 2021 Town Hall in the Graham Center Ballrooms

    - Streamed via FIU Facebook and Webcast as well as other locations including the Graham Center Pit and the Wolfe University Center

- If you are hosting a virtual or hybrid event, please contact Media Technology Services (MTS) for support. You may also reach out to protocolevents@fiu.edu for guidance on virtual event protocols.

Planning & Executing Your Virtual Event

Similar to an in-person event, planning is key for your event's success

- Initial planning meeting:

    - Deciding between Zoom webinar or Zoom meeting

    - Purpose of event/date/time

    - Speakers/program

    - Virtual Platform/Budget

    - Streaming your event- Webcast vs. Facebook Live

    - Target audience

    - Rehearsals

        - Include technical team, program participants, and supporting staff

        - Schedule at least 2-3 days prior event

        - All participants should log in on event day at least 30 minutes before start time for a final run through.

    - Briefing

        - Scheduled 2 days prior to event with all participants and support staff. If the President is participating, he will need to attend.

- For the President's availability, please contact Melissa Sabellico (msabelli@fiu.edu).

    - De-briefing

        - Schedule post event to discuss what worked/needs improvement

Standard Operating Procedure for Virtual Events

(Town halls, board meetings, recognition events)

- Identify your speakers/panelists

    - For Zoom webinar, panelists must be identified early on since they receive a different link than the rest.

    - Provide back-up panelists in case of an emergency or technical malfunction

- Select virtual event platform

    - If you plan to use Zoom you must contact Media Technology Services (MTS) team as soon as you confirm event date to request the set-up of your event

    - Consider livestream options for your event.

    - Recording your event is highly encouraged

Moderator Expectations

- Every virtual event must have a moderator/emcee

- Moderators' role is to manage flow of the program and Q&A

- Moderator is expected to lead the Presidential briefing (if the president will be attending the event)

- Moderators are expected to attend every rehearsal prior to the event

Panelist Expectations

- Attire should be coordinated (i.e., FIU Spirit, business casual, etc.)

- Maintain eye contact with the camera during the event, especially if they are speaking (no multitasking)

- Audio must clear and there should be no delay between sound and video.

- If you have an unstable Wi-Fi connection, we suggest going to your respective office of campus and connecting to FIU secure Wi-Fi.

- Panelist backups should be assigned

- Briefing with the panelists and their respective teams

Participant Expectation

- An ideal background should be an organized home library/office or a plain wall

  - Avoid messy rooms and setting up near a bright window as that could mess with your lighting

  - Another ideal background option is an FIU approved virtual background image. Here are a few you can select from: https://www.flickr.com/photos/fiu/albums/72157713519980887

  - If your built-in camera does not work properly, we suggest buying a web cam online.

  - Panelists should ensure they have good lighting

    - Tip: place a lamp in front of the computer

Additional Tips

- Be yourself!

- Listen and engage

- Do not cut anyone off

- Practice don't memorize (for power point slides, don't read off the slide, sum up in your own words!)

- Monitor your body language

- If technical difficulties occur, make sure back-up staff are well versed on material and are ready to get on camera at a moment's notice!

Q&A Support (Zoom webinar)/ Chat Support (Zoom meeting)

- Staff

  - Each unit/department should have representative(s) assigned to assist in answering questions

  - Create a WhatsApp or Teams chat to facilitate communication

  - Pre-submitted questions

- Include a link on your invitation to collect audience's questions

- Staff Q&A team should collaborate to answer questions

- FAQ document will be used during event to assist answering questions

- Identify questions that will be sent to the moderator to ask the panelists

- Create a separate WhatsApp chat to send these questions to the moderato

Sample of a Presentation Expectation

- We recommend adding the name of the presenter at the bottom of the slide to better facilitate presentation.

- Make sure PowerPoint presentation includes new branding: https://brand.fiu.edu/toolkit/

DONOR RECOGNITION EVENTS

Gift agreement signing photo-op

The following items should be included in the setup for a gift agreement signing photo-op

- Backdrop/step & repeat

- Table with skirting and chairs

- Leather binders/folders that contain the gift agreement for each participant

- Approved pens

- A photo-op list after the main photo is taken

SAMPLES AND PHOTOS

EVENT CHECKLIST TEMPLATE

CHECKLIST TEMPLATE

If you are hosting event on an FIU campus, all vendors are in-house (except décor/florals). If the event is offsite or in a different state, there are other considerations to think about when selecting vendors. Please contact the Office of University Ceremonies & Events for further assistance.

Event Name:
Location:
Times(s)

Marketing
- ☐ HTML Invitation
- ☐ Invite List by groups (below is an example of invited groups to an FIU event)
  - o FIU Community (Leadership, Faculty, staff & students)
  - o FIU Boards
  - o External Guests
- ☐ Website (if applicable)
- ☐ Registration RSVP link
  - o Considerations: ticketed events vs. free
- ☐ Confirmation email to guests with additional instructions such as parking or dress code

Program
- ☐ General program/run of show
- ☐ Remarks
- ☐ Power Point presentation
  - o At minimum, a slide with the event graphic from invitation listing the name to be used as a backdrop.
  - o Sponsors' logos looping ppt (if applicable)
- ☐ Email to program participants with pertinent instructions
- ☐ Briefing document (if applicable)

Speaker Requirements:
- ☐ AV/Presentation Needs

Logistics & Meetings
- ☐ Budget:
- ☐ Staff and Volunteers
- ☐ Planning Meetings:
- ☐ Briefings:
- ☐ Walkthrough(s)
  - o Include vendors
- ☐ Set-up:
- ☐ Rehearsal(s):
- ☐ Break-down:
- ☐ Debrief:

CHECKLIST TEMPLATE

SAMPLE CHECKLIST

Services and Vendors:
- ☐ Confirmation Email to vendors
- ☐ Vendor contact sheet
- ☐ Production schedule (load in)
- ☐ Venue Name:
  - o Do they offer tables, chairs, etc. If not, you will need to contact Facilities Management or external company to rent items
- ☐ AV
  - o Sound
  - o Screens
  - o Lighting
  - o Mics (ex: podium, handheld, countryman)
  - o Videography
- ☐ FIU Facilities Management
  - o Acrylic Podium
  - o Chairs
  - o Tables
  - o Easels
  - o Flags (FIU, State, US)
  - o Plants
- ☐ Design Services (examples of items listed below)
  - o Save the Date
  - o Invitation
  - o Program
  - o Signage (banners, step & repeat)
  - o Power Point Presentation
  - o Badges
  - o Lanyards
- ☐ Parking & Transportation
  - o Lot/parking spaces
  - o Directional signage
  - o Attendant (if needed)
- ☐ Police
- ☐ Environmental Health & Safety
- ☐ Catering

Materials:
- ☐ Signage
  - o Retractable banners, step & repeat
  - o Reserved signs for speakers & VIPs
- ☐ Printed materials
- ☐ Event Supplies

Event Title
Date
Time
Location

Agenda

0:00 a.m./p.m.   **Registration / Breakfast**

0:00 a.m./p.m.   **Program Begins**

- Introductions

  Topic(s)
  - Speaker 1
  - Speaker 2

  Panel Discussion

  - Panelist 1
  - Panelist 2
  - Panelist 3

0:00 a.m./p.m.   **Lunch**

0:00 a.m./p.m.   **Panel Discussion**

  - Panelist 4
  - Panelist 5
  - Panelist 6

0:00 a.m./p.m.   **Program Ends**

Event Title
Date
Time
Location

Program

0:00 a.m./p.m.   **Arrival of Guests**
- List any details regarding registration experience such as:
  - If refreshments served
  - Are the giveaways provided
  - Is there golf cart/shuttle service available (if applicable)

0:00 a.m./p.m.   **Program begins**

Emcee goes to podium and delivers welcome remarks. (3-5 min.)

- Welcomes guests
- Recognizes special guests
- Introduces speaker
- Takes a seat

Speaker 1 goes to podium, delivers remarks, takes a seat. (3-5 min.)

Emcee goes back to podium, introduces speaker, and takes a seat.

Speaker 2 goes to podium, delivers remarks, takes a seat. (3-5 min.)

Emcee goes back to podium, introduces speaker, and takes a seat.

Speaker 3 goes back to podium, delivers remarks, takes a seat. (3-5 min.)

Emcee goes to podium, thanks speakers and audience, and delivers closing remarks (1-2 min.)

0:00 a.m./p.m.   **Event Ends**

FIU | Alumni Association

Video/Sound   Room/Light Cue/Pre-staging Catering Cues President Staffing

5:30pm   **Registration**
                Location:
  - Torch recipients escorted to cocktail reception in Gold Suite by student ambassadors.
  - Torch recipients given a gold stole to distinguish them during the night.
  - Past Torch recipients given blue cords.

5:30pm   **Awardees Reception**
                Location:
  - Guests welcomed by **Staff TBD**
  - Background music playing
  - Reception will have a bar and passed hors d'oeuvres
  - **Staff TBD** to coordinate recipients photo op for FIU Magazine

6:15pm   **Speaker** will welcome guests and introduce the President for remarks.

6:18pm   **President**
  - Welcome guests
  - Congratulate recipients for their accomplishments & acknowledges Honors College recipients
  - Thanks our key sponsors
  - **Leads champagne toast (no photography)**

6:30pm   **Cocktail Reception begins**
                Location:
  - All guests will check in at the plaza registration
  - Guests will receive a brochure with the floor plan containing their table number, and they have the opportunity to purchase chips for the casino at the after party.
  - Background music, bars are open, passed hors d'oeuvres

6:45pm   **Catering – 1st course (salad) has been pre-set**

                Staff TBD to cue catering- Bars are open inside main floor

6:45pm   Doors Open: Guests are directed to enter convocation center

- All staff available to assist ushering guests inside and directing guests to their tables.

Cue Torch welcome and sponsor loop slide

7:00pm   *Voiceover played in the cocktail area & main floor – Welcome to the 17th Annual FIU Torch Awards. Doors are now open. Please make your way inside to find your seat.*

Behind stage, four stage assistants: **staff TBD**
Two on each side to manage both entrances to stage.

Staff TBD to cue staff TBD to begin program and intro video

7:20pm   **Program and Dinner begins**
Staff TBD to cue the President (table #21) to **stage right**

Cue Drone Video

Lights dimmed

7:21pm   Drone video (2 minutes)

7:23pm   **Staff TBD** to cue Trail of Torch participants (3) for entrance

7:24pm   **Trail of Torch entrance** (5 minutes)

Stage lights dimmed

Spotlights to follow three torchbearers positioned at opposite sides and middle of the room until they reach the stage

Cue slide: Flame effect and Torch logo as soon as torchbearers reach center stage and light the torch

FIU | FLORIDA INTERNATIONAL UNIVERSITY

Kenneth A. Jessell
President
cordially invites you
to join him for a

Reception/Dinner/Type of Event honoring _____
Title and/or Special Role

INSERT PHOTO HERE

**on
Day of the Week, Month Day, Year
start time p.m. – end time p.m.**

Ronald W. Reagan Presidential House
10777 SW 16 St., Miami, FL
Modesto A. Maidique Campus
Florida International University

~~

Business casual attire

~~

Please confirm your attendance
via email to president@fiu.edu
or by calling 305-348-2111.

UNVEILING
EVENT

FIU/FPL ARTIFICIAL INTELLIGENCE BASED
RENEWABLE [AIR] MICROGRID UNVEILING EVENT

Join us and our partner, Florida Power & Light, as
we unveil the future of resilient and scalable grid-
tied hybrid power plants with smart batteries.

Friday, October 1, 2021
10:00 am - 11:00 am

FIU Engineering Center
10555 W Flagler St.
Miami, FL 33174

Florida Power & Light Company and Florida
International University are unveiling an innovative
microgrid. A miniature version of the main energy grid,
a microgrid can supply critical back-up power in
emergency situations like hurricanes. The microgrid
will also serve as a state-of-the-art research facility for
faculty and students and enable FPL to learn more
about the emerging technology.

Please click here to RSVP by Monday, September 27,
2021

JOIN US FOR A

Masquerade Ball

On Saturday, April 1, 2017
JW Marriott Marquis
255 Biscayne Blvd. Way
Miami, FL 33131

Dress to impress!
Masquerade attire and masks
are encouraged. Black tie optional.

Cocktail Reception 6:30 p.m.
Dinner & Ceremony 7:30 p.m.

XVI ANNUAL

TORCH AWARDS

RECIPIENTS

ALUMNUS OF THE YEAR
Chad Moss '94
Executive Vice President, Moss & Associates, LLC & President, Moss Foundation
College of Engineering & Computing

PROFESSIONAL ACHIEVEMENT AWARDS

CHARLES E. PERRY YOUNG ALUMNI VISIONARY
Manny Angelo Varas '10, MBA '14
President, MV Group USA
College of Business

COMMUNITY LEADERSHIP
Seth J. Crapp '98
Pediatric Radiologist & Associate, Radiology Associates of Florida, P.A.
College of Arts, Sciences & Education, School of Integrated Science and Humanity

OUTSTANDING FACULTY
Mark Allen Weiss, Ph.D.
Eminent Scholar and Associate Director
School of Computing and Information Sciences, College of Engineering & Computing

DISTINGUISHED ALUMNI AWARDS

Roberto R. Muñoz '80
South Florida Market President
BBVA Compass
Division of Athletics

Thomas M. Cornish '85
Chief Operating Officer, BankUnited
College of Business

Oscar E. Cordova '85
Director of Architectural Services
CGI Windows & Doors Inc.
*College of Communication,
Architecture + The Arts*

**Brian L. Machovina '91, MS '94 ,
Ph.D. '15**
Owner, Coreyak LLC
*College of Arts, Sciences & Education
School of Environment, Arts and Society*

David L. Van Rooy MS '03, Ph.D. '05
Vice President, Executive Development
Walmart Stores Inc.
*College of Arts, Sciences & Education
School of Environment, Arts and Society*

Pablo G. Ortiz '91
Vice President, Regional Academic
Locations and Institutional
Development, FIU Division of Finance
and Administration
*College of Arts, Sciences & Education
School of Education and
Human Development*

Manuel S. Miranda '78
State Farm Agent
Manny Miranda Insurance Agency Inc.
College of Engineering & Computing

John "Chip" Acierno III '83
Executive Vice President of Marketing,
Sales & Customer Service,
The Executive Transportation Group
*Chaplin School of Hospitality and
Tourism Management*

Marcia C. Del Rey J.D. '05
Judge, Miami-Dade Circuit Court
College of Law

Aurelio M. Fernandez III '74, '85
President & CEO,
Memorial Healthcare Systems
*Nicole Wertheim College of Nursing
& Health Sciences*

Michael R. Mendez '03, MBA '10
President, Mendez Fuel Holdings LLC
*Steven J. Green School of International
& Public Affairs*

Marcus M. Flanagan '90
Master Work Scoped
*Robert Stempel College of Public Health
& Social Work*

Walter B. Gonzalez Jr. '96
President, Goja, LLC
Division of Student Affairs

Leonor R. Anthony '06, MA '09
Director, Simons Gallery
Honors College

FLORIDA INTERNATIONAL UNIVERSITY ALUMNI ASSOCIATION

XVI ANNUAL GALA

TORCH AWARDS

April First
2017

SAMPLE ROOM SCHEMATIC FOR A DINNER/GALA EVENT
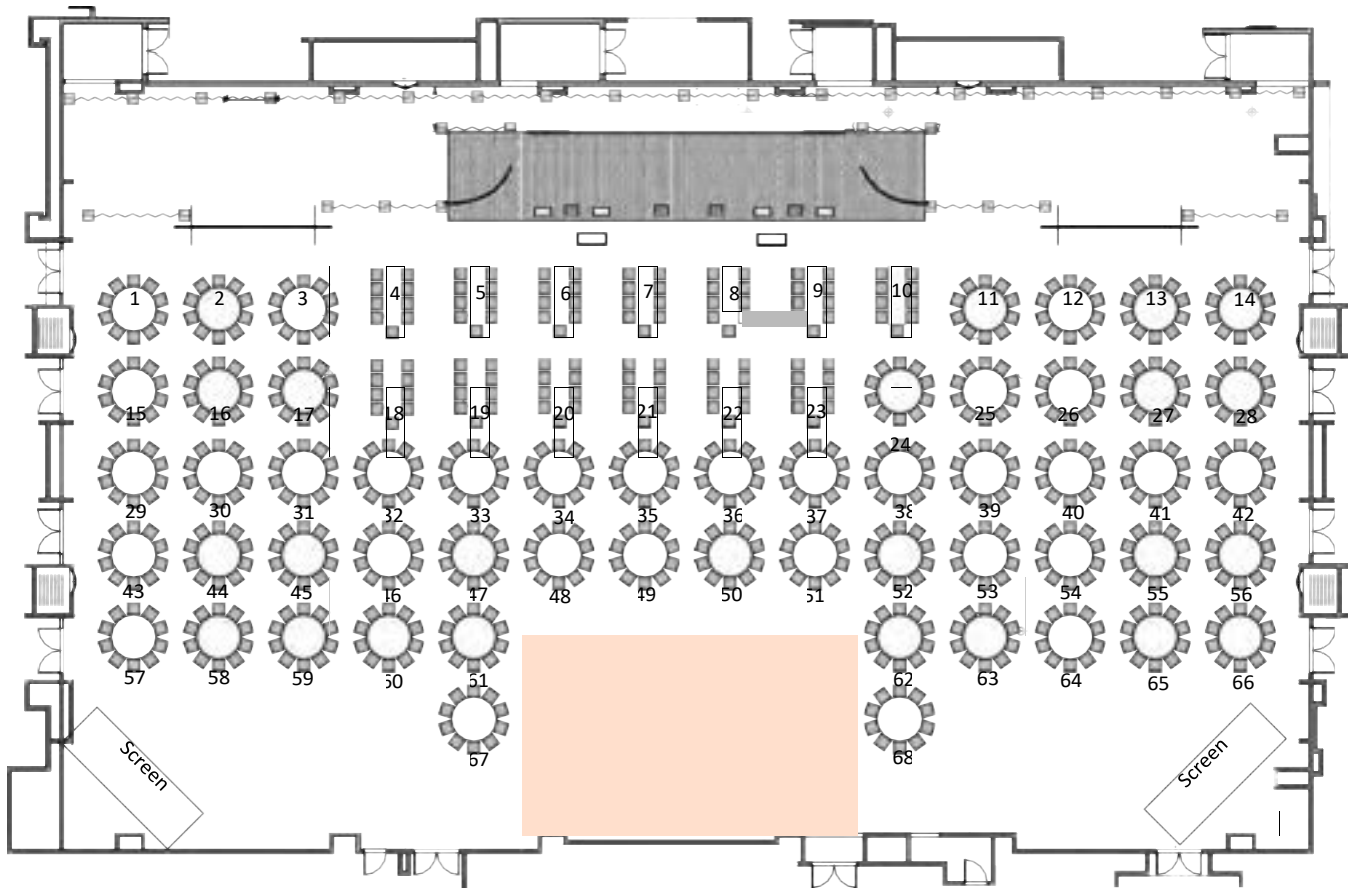
FIU | Office of the President
FLORIDA INTERNATIONAL UNIVERSITY

Event Protocols

The following protocol will be used when the President's participation is requested at any university event:

- The department requesting their participation should first contact the **Office of the President (OOP)**, in order to select dates(s). Once chosen, the department must complete the attached **Event Request Form (ERF)** and return to OOP.
  - Do note that the President's calendar is usually filled months in advanced. Dates/form must be submitted at least fifteen (15) business days before your event.
  - **NOTE**: Though dates are held, the President's participation is not confirmed until you receive email confirmation. We will hold dates for up to one (1) week.
- The initiating department will incur ALL expenses for the event. These include, but are not limited to, catering, linens, flowers, police, parking, technology and photography.
- The initiating department will draft the invitation and guest list. Proposed invitation and guest list should be emailed to the **OOP** for review and approval by the **President**.
  - For events of 20 and under, invites should go out no later than 2 weeks prior.
  - For large-scale events, invites should go out 4 weeks prior.
  - Please allow at least ten (10) business days for the **President** to review and approve the draft invitation.
- If applicable, the **Office of University Ceremonies and Events** should be contacted to schedule an Event Walkthrough at least seven (7) days before date of event.
- The initiating department **must** designate a contact person and provide necessary support staff to work prior, during and after the event.
  - This contact person will also be responsible for staffing the President at event.
- The President will be briefed internally approximately 7 days before event. As such, we will require you to provide the following a week prior to event: an event program, guest list, bios for VIPs on guest list, background on the event (ex. purpose or goal), and if the President is requested to speak, detailed speaking points. If updates to the original submission occur, a final version of all documents should be received electronically by the **OOP** by 3:00 p.m. two (2) business days prior to event.
- We ask that if the President will be attending your event, you review our Standard Operating Procedures for Event Management guidelines.

ADVANCEMENT UNITS: *For Advancement areas, including Development Officers, please use the Advancement request form and submit to the SVP's office for approval.*

Office of the President Contacts:

For Scheduling/Approvals/Briefings
Melissa Sabellico
Senior Executive Assistant
Ph: 305.348.2111
E-mail: msabelli@fiu.edu

For Event Walkthroughs/Protocols/Logistics
Jehnny Rivera
Executive Director, University Ceremonies and Events
Ph: 305.348.2288
E-mail: jprriver@fiu.edu

FIU | Office of the President
FLORIDA INTERNATIONAL UNIVERSITY

Event Request Form (ERF)

Event Name: _____

Event Date: _____ Event Location: _____

Event Start/End Time: _____ Requesting Department: _____

Contact Person (Name and Title): _____

Telephone: _____ Fax: _____ E-mail: _____

Purpose of Event: _____
_____
_____
_____

Approximate Number of Guests: _____ Approximate Number of VIP Guests: _____

Name and Affiliation of Participants:
_____
_____
_____

Proposed program for event (including President's role):
_____
_____

Contact Person for President's Remarks: _____
The President's speechwriter will reach out to this person to help her draft the remarks.

Note
- Kindly remember that you are required to provide the following a week prior to event: an event program, guest list, bios for VIPs on guest list, background on the event (ex. purpose or goal), and if the President is requested to speak, detailed speaking points. If updates to the original submission occur, a final version of all documents should be received electronically by OOP by 3:00 p.m. two (2) business days prior to event.

Upon action on this request, the Office of the President will contact the Contact Person designated on this ERF via e-mail to confirm/deny/change event date.

| Ronald W. Reagan Presidential House Event Protocols |

The following protocols and guidelines will be used when an event is to take place at the Ronald W. Reagan Presidential House (RH):

- The department requesting the President's participation should first contact the **Office of the President (OOP)**, in order to select dates(s). Once chosen, the department must complete the attached **Event Request Form (ERF).**
  - ➢ **NOTE: Though dates are held, the President's participation is not confirmed until you receive email confirmation.**
- Once confirmed, the final ERF will be forwarded to Lynda Rodriguez, the Manager of Events & Operations at RH (**House Manager**), who will reach out to discuss logistics.
- The initiating department will incur **ALL** expenses for the event. These include, but are not limited to, catering, linens, flowers, police, parking and photography. <u>Note</u>: All catering – despite funding source – must be provided by one of RH's preferred caterers.
- The initiating department will draft the invitation. *Please email **Valeria Espina Stevenson, Assistant Vice President (AVP), Office of the President** for approved invitation template.* Thereafter, the proposed invitation should be emailed back to her for review and approval prior to dissemination. <u>The initiating department is responsible for sending invitation, follow-up invitations and confirmation emails (to include directions to RH) to all confirmed guests.</u>
  - ➢ For events of 20 and under, invites should go out no later than 2 weeks prior.
  - ➢ For large-scale events, invites should go out 4 weeks prior.
  - ➢ Please allow at least one week for the President to review and approve the draft invitation.
- The initiating department must put together the proposed guest list, with all fields filled out, for the **AVP** and **President** to approve. *Please email **AVP** for approved guest list template.*
- The initiating department is responsible for creating nametags for all confirmed guests. Please note that we have the inserts at RH for the cards to be placed in. *Please email **AVP** for approved nametag template.*
- The initiating department **must** designate a contact person and provide necessary support staff to work prior, during and after the event. A staff member from the initiating department is required for the registration table. Registration and the front door must be staffed at all times during the event. Corresponding staff assignments will be up to the requesting department, but a final list of assignments must be provided to the **House Manager** no later than 2 business days prior.
- The President will be briefed internally approximately 7 days before event. As such, we will require you to provide the following a week prior to event: an event program, guest list, bios for VIPs on guest list, background on the event (ex. purpose or goal), and if the President is requested to speak, detailed speaking points. If updates to the original submission occur, a final version of all documents should be received electronically by the **OOP** by close of business the business day prior to event.

ADVANCEMENT UNITS: *For Advancement areas, including Development Officers, please use the Advancement request form and submit to SVP Howard Lipman's office for approval.*

Office of the President Contacts:
- *For Scheduling and Briefings:* Melissa Sabellico, *Senior Executive Assistant* (msabelli@fiu.edu)
- *For Invitations/Presidential Approvals/Protocols/Briefings*: Valeria Espina Stevenson, Assistant Vice President (vespina@fiu.edu)
- *For Logistics:* Lynda Rodriguez, House Manager (romaguel@fiu.edu)

Office of the President
FLORIDA INTERNATIONAL UNIVERSITY

Ronald W. Reagan Presidential House Event Request Form (ERF)

Event Name: _____

Requesting Department: _____

Event Date: _____ **Event Start/End Time:** _____

Contact Person (Name and Title): _____

Telephone: _____ **Fax:** _____ **E-mail:** _____

Purpose of Event: _____
_____
_____
_____

Approximate Number of Guests: _____ **Approximate Number of VIP Guests:** _____

Budget Provided by: _____ **Max. Budget:** _____

Name and Affiliation of Participants:
_____
_____
_____

President's Role at Event:
_____
_____

Person Preparing President's Remarks: _____

Note

- **Kindly remember that you are required to provide the following a week prior to event: an event program, guest list, bios for VIPs on guest list, background on the event (ex. purpose or goal), and if the President is requested to speak, detailed speaking points. If updates to the original submission occur, a final version of all documents should be received electronically by OOP by close of business the business day prior to event.**

Upon action on this request, the Office of the President will contact the Contact Person designated on this ERF via e-mail to confirm/deny/change event date.

Ronald W. Reagan Presidential House Event Request Form (ERF)

Please check only those items that apply to your specific event: (The House Manager will contact you to discuss the details and logistics)

Invitations
- o Date sent: _____
- o Specifications: _____

Catering
- o Approved Vendor: _____
- o Specifications: _____

Alcohol
- o Specifications: _____
- o The initiating department is responsible for filling out and sending a copy of the approved Service, Sale or Consumption of Alcohol Form (https://webforms.fiu.edu/view.php?id=1738533) to the House Manager if there is to be alcohol served at their event. Please note that dinners do not qualify as an "event" per the alcohol policy however, if there will be students at dinner, the form does need to be filled out.

Flowers
- o Specifications: _____

Photography
- o Specifications: _____

Entertainment
- o Specifications: _____

Public Safety:
- o Specifications: _____

Parking and Transportation:
- o Specifications: _____

Audio/Visual
- o Specifications: _____

Other
- o Specifications: _____

Note
- **Kindly remember that you are required to provide the following a week prior to event: an event program, guest list, bios for VIPs on guest list, background on the event (ex. purpose or goal), and if the President is requested to speak, detailed speaking points. If updates to the original submission occur, a final version of all documents should be received electronically by Valeria by close of business the business day prior to event.**

Upon action on this request, the Office of the President will contact the Contact Person designated on this ERF via e-mail to confirm/deny/change event date.

FIU **Office of the President**
FLORIDA INTERNATIONAL UNIVERSITY

<u>Presidential Briefing Document</u>

<u>Date</u>:

<u>Time</u>:

<u>Location</u>:

<u>Attendees</u>:

<u>Staff</u>:

<u>Purpose of meeting/event</u>:

<u>Additional Info</u>:

<u>Attachments</u>:
    (1) Program
    (2) Proposed Remarks
    (3) RSVP List
    (4) VIP Bios

1

PROGRAM

2

PROPOSED REMARKS

Insert remarks in the format received.

3

VIP BIOS

Add photos (if possible) and biography of VIP guests.

4

RSVP LIST

First Name	Last Name	Email	Title	Affiliation

Total-

5

THEATRE STYLE

For Q&A, microphones on stands should be set up on either side of the room.

ROUND TABLE

EVENT SET-UP EXAMPLES

U-SHAPE SEATING

HOLLOW-SQUARE SEATING

EVENT SET-UP EXAMPLES

HOLLOW-SQUARE SEATING

OUTDOOR EVENTS

OUTDOOR EVENTS

EVENT SET-UP EXAMPLES

OUTDOOR EVENTS

RIBBON CUTTING CEREMONY

RIBBON AND BOWS SETUP

RIBBON CUTTING PHOTO-OP

PANEL DISCUSSION- DAVOS STYLE

RECEPTION

EXHIBITS

EXHIBITS

GROUNDBREAKING CEREMONY

GALAS

PARADES

EVENT BRANDING, SIGNAGE & DÉCOR

NICE | Conference and Expo 2018

PRE-CONFERENCE REGISTRATION

→

Hosted by:
FIU | FLORIDA INTERNATIONAL UNIVERSITY   NEW AMERICA

NICE | Conference and Expo 2018

REGENCY BALLROOM

TRACK 1, TRACK 2, TRACK 4

→

Hosted by:
FIU | FLORIDA INTERNATIONAL UNIVERSITY   NEW AMERICA

NICE | Conference and Expo 2018

INNOVATIONS IN CYBERSECURITY EDUCATION TRAINING AND WORKFORCE DEVELOPMENT

Hosted by:
FIU | FLORIDA INTERNATIONAL UNIVERSITY   NEW AMERICA

MEDIA

NICE | Conference and Expo 2018

INNOVATIONS IN CYBERSECURITY EDUCATION TRAINING AND WORKFORCE DEVELOPMENT

Hosted by:
FIU | FLORIDA INTERNATIONAL UNIVERSITY   NEW AMERICA

STAFF

NOTES

NOTES