

50th Anniversary Event Toolkit

**A Reference Kit of Samples and
Templates to Assist
Event Planning and Management for
the 50th Anniversary period**

2011

Toolkit Listing

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Appendix 2.1 Sample Event Workplan – Awards Event

AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Administration	Development of timeline.				
Administration	Ongoing updates of workplan.				
Administration	Recruitment of Event Chairs.				
Administration	Create Meeting Schedule for Committee until Event.				
Administration	Review Agenda & Minutes prior to circulation to Committee.				
Administration	Send out notification of Committee Mtgs.; prepare Agenda & circulate Minutes.				
Administration	Develop Budget.				
Administration	Set up Budget Code for event.				
Administration	Create Evaluation for Guests & Sponsors.				
Administration	Forward thank you letters: <ul style="list-style-type: none"> • volunteers • host(s) • award recipients • sponsors 				
Administration	Event Debrief.				
Program	Finalize selection of recipients.				
Program	Confirm whether a video of recipient(s) is required and contact a media company to develop and design video, and schedule Recipient interviews				
Program	Discuss and confirm an Emcee for the Event.				
Program	Develop interview questions for recipient video if required.				
Program	Finalize bios of recipients for Program, Website and Script.				
Program	Discuss content and flow of event program (i.e.: how many presentations will be done & how they will fit into overall program). Decisions will impact the style & format of the videos.				
Program	Confirm travel/accommodation plans all recipients.				
Program	Determine Entertainment options.				
Program	Order Awards/Gifts & Citations for recipients/inductees.				
Program	Determine Speakers (Board; Staff; etc.) & liaise with all speakers to discuss speaking opportunity at event. Prepare speaking notes as required.				
Program	Determine photography needs for event and submit request to UVic Photo Services.				
Program	Screen video interviews and request changes as required.				
Program	Develop information package, outlining Program, their role at event,				

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AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
	seating arrangements, etc. & fwd to special guests; recipients; etc.				
Program	Write Script for Emcee. Circulate draft for input & approval.				
Program	Contact Emcee to discuss event and provide overview of Program/Script.				
Promotion	Purchase advertisements in relevant publications to promote event (if budget allows).				
Promotion	Prepare communications plan for promoting event & ticket sales. Consider the creation of articles specific to the award recipients and their industry to ensure full community coverage.				
Promotion	Consider accessing industry specific newsletters and distribution channels (i.e.: member email lists) to forward articles on recipients and promotion about ticket sales.				
Promotion	Determine collateral communications materials required (i.e.: invitation; ticket; advertisements; sponsorship package; program; etc.).				
Promotion	Work with UVic Graphics, or use internal unit designer to create all materials required. Please note UVic 50th Anniversary brand guidelines found on the 50th Anniversary website.				
Promotion	Update Website. Include website address in all promotional material.				
Promotion	Determine details around mailout or evite blast of invitations (i.e.: number to be mailed; mailhouse to be used; timing of mailing)				
Promotion	Finalize promotional material (i.e.: invitation, ticket, advertisements).				
Promotion	Prepare database for mailouts.				
Promotion	Mail out invitations.				
Promotion	Send out evites.				
Promotion	Identify Media Spokesperson (typically committee chairs) and prepare speaking notes.				
Promotion	Arrange for Media interviews with Spokesperson to promote event.				
Promotion	Determine Media requirement on-site for interviews/photo opportunities – book space as required.				
Sponsorship	Finalize sponsorship levels and recognition.				
Sponsorship	Contact all past sponsors to confirm involvement in previous event or similar events.				
Sponsorship	Confirm the amount of coverage that will be provided to the Event. Discuss how this is to be used and who will be the contact person				

Appendix 2.1 Sample Event Workplan – Awards Event

AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
	for disbursement.				
Sponsorship	Meet with media outlets partner to discuss opportunities for partnership.				
Sponsorship	Identify Sponsor prospects.				
Sponsorship	Schedule meetings with sponsor prospects & finalize Agreements.				
Sponsorship	Secure all sponsor logos for invitations, signage, program, etc.				
Sponsorship	Prepare Sponsor Event kit outlining itinerary; role at event; seating arrangements; exposure opportunities for sponsor; etc.				
Sponsorship	Confirm Sponsor recognition at event/in program/in script as per Sponsorship Agreements.				
Sponsorship	Have Sponsor signage created.				
Ticketing	Confirm ticket price based on budget.				
Ticketing	Review existing database for invitations and request input from Committee as to additions as well as other opportunities to promote tickets sales through University events.				
Ticketing	Determine policy for complimentary tickets.				
Ticketing	Create a Ticket Sales Committee to identify prospects & follow-up.				
Ticketing	Provide training for Admin Staff regarding online ticketing process and inter-departmental ticket/table purchases.				
Ticketing	Determine ticket sales strategy.				
Ticketing	Request list of ticket sales prospects from recipients. Create a specific letter of invitation for these individuals highlighting the recipient.				
Ticketing	Receive & process ticket purchases. Forward confirmation of ticket purchase.				
Ticketing	Create opportunities with Media Partners for ticket sales promo.				
Ticketing	Confirm number of purchased tickets required for each recipient.				
Ticketing	Design seating plan for guests, sponsors, recipients & inductees.				
Ticketing	Arrange mailout of tickets to guests and details on table seating.				
Ticketing	Finalize seating arrangements for Guests & Sponsors.				
Ticketing	Prepare easel signs with table seating – 4 signs will be required.				
Ticketing	Prepare packing list for Registration Desk at event.				
Ticketing	Compile Guest Lists: <ul style="list-style-type: none"> • alpha sort • paid/unpaid • Sponsors & Guests 				

Appendix 2.1 Sample Event Workplan – Awards Event

AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Venue Mgmt.	Determine event location.				
Venue Mgmt.	Confirm booking of space.				
Venue Mgmt.	Submit certificate of insurance to venue if required. Locations internal to UVic will not require this.				
Venue Mgmt.	Submit deposit payment for venue if required.				
Venue Mgmt.	Discuss the option of a pre-event reception space for potential VIP reception if required. This allows for photo opportunities & any media interviews. Book additional space at venue as required.				
Venue Mgmt.	Preliminary site visit to review: <ul style="list-style-type: none"> venue layout staging / table seating / reception area décor required signage required event logistics food and beverage (including non-alcoholic options) 				
Venue Mgmt.	If space allows, request hospitality room for volunteers & committee prior to and following event.				
Venue Mgmt.	Establish décor plan for interior with suppliers and present to Committee. Send out RFP for décor as required. Consult with UVic purchasing department for procedures surrounding RFP's.				
Venue Mgmt.	Determine AV & lighting requirements; Send out RFP for décor as required. Consult with UVic purchasing department for procedures surrounding RFP's..				
Venue Mgmt.	Determine options for menu for reception & dinner & present to Committee.				
Venue Mgmt.	Develop floor plan with proper attention to traffic flow, table numbering, site line, music and sound systems, etc.				
Venue Mgmt.	Discuss with venue the timing of the meal service and incorporate allotment of time into overall program for the evening.				
Venue Mgmt.	Meet with AV Contractors to confirm & finalize overall requirements for event.				
Venue Mgmt.	Finalize décor plan and supplier order.				
Venue Mgmt.	Determine signage requirements.				
Venue Mgmt.	Prepare signage copy. Forward to signmaker and/or produce in-house.				
Venue Mgmt.	Coordinate transportation for all awards/gifts/etc.				

Appendix 2.1 Sample Event Workplan – Awards Event

AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Venue Mgmt.	Final site visit to review event setup, logistics and food & beverage.				
Venue Mgmt.	Prepare complete setup Order of Proceedings for event day (move in, event plan, tear down). Distribute.				
Venue Mgmt.	Prepare complete Executive Order of Proceedings which does not include setup, and tear down details. Distribute to Emcee, speakers, and Recipients.				
Venue Mgmt.	Confirm final numbers for catering. (confirm in advance with caterer the date they require your final guarantee of numbers).				
Venue Mgmt.	Site Logistics Management – Event Day <ul style="list-style-type: none"> • move in • décor • site management (event) • tear down 				
Volunteers	Confirm reimbursement costs, if any, that will be provided to volunteers (i.e.: parking; transportation; meal; honourarium; etc.)				
Volunteers	Determine volunteer requirement (i.e.: duties; shifts; etc) and create volunteer shift schedule.				
Volunteers	Begin recruitment of volunteers by sending out a notice of the volunteer opportunity				
Volunteers	Determine volunteer apparel.				
Volunteers	Confirm volunteers & provide detailed overview of role. (Request apparel sizing if planning to provide them with apparel.)				
Volunteers	Schedule either a pre-event or day-of orientation session for all volunteers.				
Volunteers	On-site training/orientation for volunteers.				
AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Administration	Development of timeline.				
Administration	Ongoing updates of workplan.				
Administration	Recruitment of Event Chairs				
Administration	Create Meeting Schedule for Committee until Event.				
Administration	Review Agenda & Minutes prior to circulation to Committee.				
Administration	Send out notification of Committee Mtgs.; prepare Agenda & circulate Minutes.				
Administration	Develop Budget.				

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AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Administration	Set up Budget Code for event				
Administration	Identify reports required from the system and complete “dry run” to ensure all reports are possible. Ensure Admin Staff are fully trained on reports and information required to populate reports.				
Administration	Create Evaluation for Guests & Sponsors.				
Administration	Forward thank you letters: <ul style="list-style-type: none"> • volunteers • host(s) • award recipients • sponsors 				
Administration	Event Debrief.				
Program	Finalize selection of recipients.				
Program	Confirm with CH Television the ability to create videos of recipients.				
Program	Discuss with CH Television the availability of Hosts for Event.				
Program	Contact assigned Producer at CH to discuss vision for videos.				
Program	Work with CH Television to design & schedule Recipient interviews.				
Program	Develop interview questions for videos.				
Program	Finalize bios of recipients for Program, Website and Script.				
Program	Discuss content and flow of event program (i.e.: how many presentations will be done & how they will fit into overall program). Decisions will impact the style & format of the videos.				
Program	Confirm travel/accommodation plans all recipients.				
Program	Determine Entertainment options.				
Program	Order Awards/Gifts & Citations for recipients/inductees.				
Program	Determine Speakers (Board; Staff; etc.) & liaise with all speakers to discuss speaking opportunity at event. Prepare speaking notes as required.				
Program	Determine photography needs for event and submit RFP for services.				
Program	Screen video interviews and request changes as required.				
Program	Develop information package, outlining Program, their role at event, seating arrangements, etc. & fwd to special guests; recipients; etc.				
Program	Write Script for Hosts. Circulate draft for input & approval.				
Program	Contact Hosts to discuss event and provide overview of Program/Script.				

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AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Promotion	Purchase advertisement in Torch Magazine to promote event.				
Promotion	Prepare communications plan for promoting event & ticket sales. Consider the creation of articles specific to the award recipients and their municipality or their industry to ensure full community coverage.				
Promotion	Consider accessing industry specific newsletters and distribution channels (i.e.: member email lists) to forward articles on recipients and promotion about ticket sales.				
Promotion	Determine collateral communications materials required (i.e.: invitation; ticket; advertisements; sponsorship package; program; etc.).				
Promotion	Work with UVic Graphics to create all materials required based on previous years design and layout.				
Promotion	Update Website. Include website address in all promotional material.				
Promotion	Determine details around mailout of invitations (i.e.: number to be mailed; mailhouse to be used; timing of mailing)				
Promotion	Prepare a Request for Proposal for Photography				
Promotion	Finalize promotional material (i.e.: invitation, ticket, advertisements).				
Promotion	Prepare database for mailouts.				
Promotion	Mail out invitations.				
Promotion	Identify Media Spokesperson (Chairs) and prepare speaking notes.				
Promotion	Arrange for Media interviews with Chairs to promote event.				
Promotion	Determine Media requirement on-site for interviews/photo opportunities – book space as required.				
Raffle	Determine type of fundraising Raffle to be done at event.				
Raffle	Recruit Committee to secure prizes for Raffle.				
Raffle	Secure Raffle License.				
Raffle	Order materials for raffle (i.e.: tickets; balloons; etc.)				
Sponsorship	Finalize sponsorship levels and recognition.				
Sponsorship	Contact all past sponsors to confirm involvement in previous event or similar events.				
Sponsorship	Confirm the amount of TC coverage that will be provided to the Event. Discuss how this is to be used and who will be the contact person for disbursement.				
Sponsorship	Meet with CH Television Radio partner to discuss opportunities for				

Appendix 2.1 Sample Event Workplan – Awards Event

AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
	partnership.				
Sponsorship	Identify Sponsor prospects.				
Sponsorship	Schedule meetings with sponsor prospects & finalize Agreements.				
Sponsorship	Secure all sponsor logos for invitations, signage, program, etc.				
Sponsorship	Prepare Sponsor Event kit outlining itinerary; role at event; seating arrangements; exposure opportunities for sponsor; etc.				
Sponsorship	Confirm Sponsor recognition at event/in program/in script as per Sponsorship Agreements.				
Sponsorship	Have Sponsor signage created.				
Ticketing	Confirm ticket price based on budget.				
Ticketing	Review existing database for invitations and request input from Committee as to additions as well as other opportunities to promote tickets sales through University events.				
Ticketing	Determine policy for complimentary tickets.				
Ticketing	Create a Ticket Sales Committee to identify prospects & follow-up.				
Ticketing	Provide training for Admin Staff regarding online ticketing process and inter-departmental ticket/table purchases.				
Ticketing	Determine ticket sales strategy.				
Ticketing	Request list of ticket sales prospects from recipients. Create a specific letter of invitation for these individuals highlighting the recipient.				
Ticketing	Receive & process ticket purchases. Forward confirmation of ticket purchase.				
Ticketing	Create opportunities with Media Partners for ticket sales promo.				
Ticketing	Confirm number of purchased tickets required for each recipient.				
Ticketing	Design seating plan for guests, sponsors, recipients & inductees.				
Ticketing	Arrange mailout of tickets to guests and details on table seating.				
Ticketing	Finalize seating arrangements for Guests & Sponsors.				
Ticketing	Prepare easel signs with table seating – 4 signs will be required.				
Ticketing	Prepare packing list for Registration Desk at event.				
Ticketing	Compile Guest Lists: <ul style="list-style-type: none"> • alpha sort • paid/unpaid • Sponsors & Guests 				
Venue Mgmt.	Place reservation at Victoria Conference Centre.				
Venue Mgmt.	Confirm booking of space				

Appendix 2.1 Sample Event Workplan – Awards Event

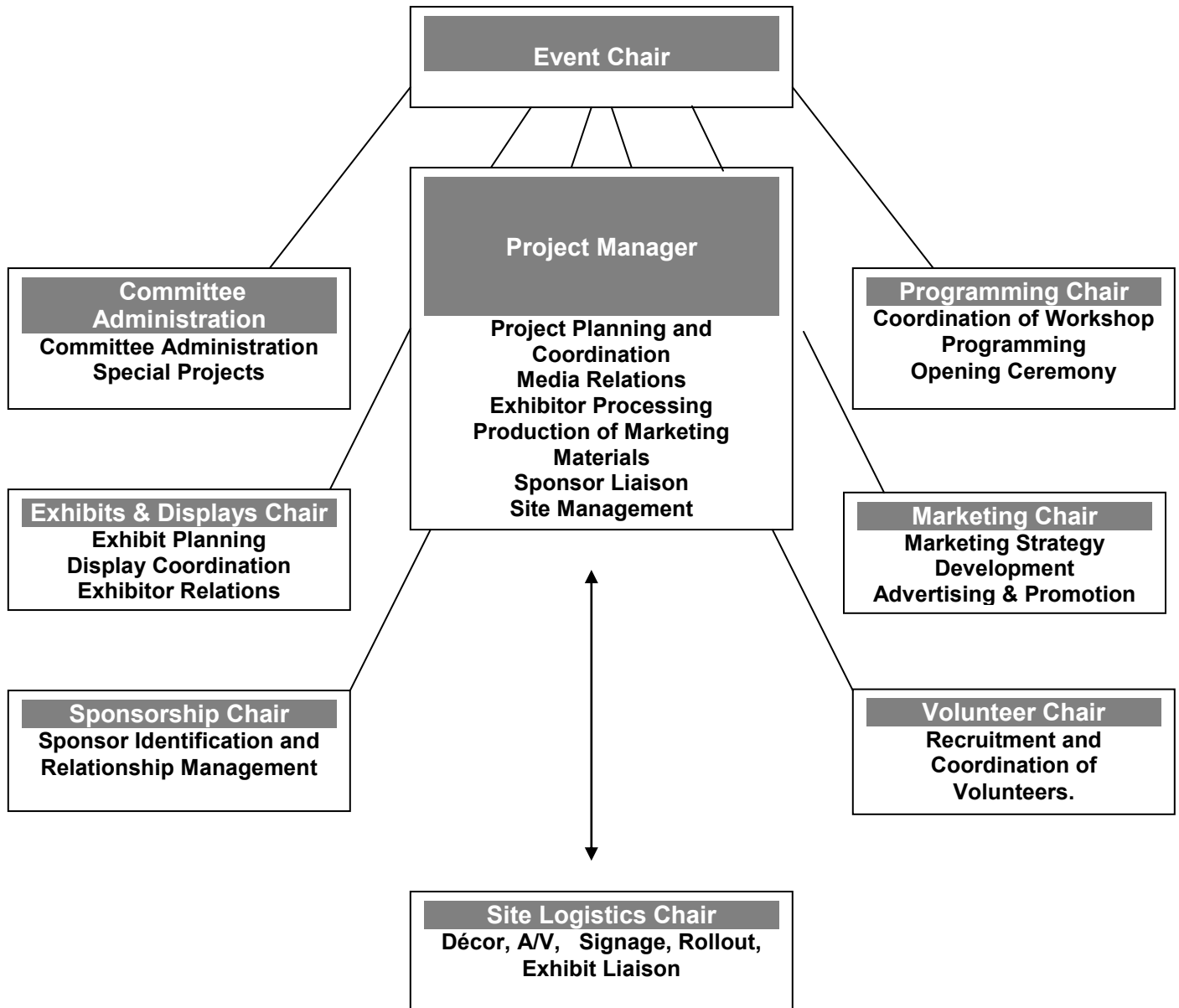
AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
Venue Mgmt.	Submit certificate of insurance to venue.				
Venue Mgmt.	Submit deposit payment for venue.				
Venue Mgmt.	Discuss the option of a pre-event reception for Recipients & Sponsors to allow for photo opportunities & any media interviews. Book additional space at venue as required.				
Venue Mgmt.	Preliminary site visit to review: <ul style="list-style-type: none"> venue layout staging / table seating / reception area décor required signage required event logistics food and beverage (including non-alcoholic options) 				
Venue Mgmt.	Request changeroom/hospitality room for volunteers & committee prior to and following event.				
Venue Mgmt.	Establish décor plan for interior with suppliers and present to Committee.				
Venue Mgmt.	Determine av & lighting requirements & request quote for services.				
Venue Mgmt.	Determine options for menu for reception & dinner & present to Committee.				
Venue Mgmt.	Develop floor plan with proper attention to traffic flow, table numbering, site line, music and sound systems, etc.				
Venue Mgmt.	Discuss with venue the timing of the meal service and incorporate allotment of time into overall program for the evening.				
Venue Mgmt.	Meet with AV Contractors to confirm & finalize overall requirements for event.				
Venue Mgmt.	Finalize décor plan and supplier order.				
Venue Mgmt.	Determine signage requirements.				
Venue Mgmt.	Prepare signage copy. Forward to signmaker and/or produce in-house.				
Venue Mgmt.	Coordinate transportation for all awards/gifts/etc.				
Venue Mgmt.	Final site visit to review event rollout, logistics and food & beverage.				
Venue Mgmt.	Prepare complete event rollout for day (move in, event plan, tear down). Distribute.				
Venue Mgmt.	Confirm final numbers for catering.				
Venue Mgmt.	Site Logistics Management – Event Day <ul style="list-style-type: none"> move in 				

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AREA	TASK	WHO	ACTION / DEADLINE	DONE (✓)	COMMENTS
	<ul style="list-style-type: none"> décor site management (event) tear down 				
Volunteers	Confirm costs, if any, that will be provided for volunteers (i.e.: parking; transportation; meal; honourarium; etc.)				
Volunteers	Determine volunteer requirement (i.e.: duties; shifts; etc) and create volunteer shift schedule.				
Volunteers	Confirm # of University volunteers available.				
Volunteers	Confirm volunteer apparel.				
Volunteers	Contact volunteers & provide overview of role. Request apparel sizing if required.				
Volunteers	Schedule a pre-event orientation session for all volunteers.				
Volunteers	On-site training/orientation for volunteers.				

Event Name Event Date		
REVENUE	Quantity	Total
Sponsorship		
(List individual sponsorships)		
Ticket Sales		
Department Allocation		
TOTAL REVENUE		
EXPENSES		
Catering (Food & Beverage)		
Venue		
AV		
Entertainment		
Décor		
Photography		
Recipients Travel & Accomodation Expenses (if applicable)		
Awards (if applicable)		
Graphic Design		
Printing		
Promotion		
Emcee/ Presenter Gifts		
Event Volunteer Expenses (if provided)		
Adminstrative and Office		
Employee mileage/parking (if off-site)		
Miscellaneous		
TOTAL EXPENSES (HST included)		
NET PROCEEDS/DEFICIT		

Event Committee Organizational Chart



Welcome to The Business Conference

There are over 40,000 men and women in business in the Greater Victoria community. Their efforts and leadership in business, government, education and not-for-profit community organizations contribute significantly to the economic and social sustainability of our community.

The Business Conference is committed to the personal and professional development of these business people in our community. The conference has been designed to further enhance specific skill levels across private, public and not-for-profit sectors while also providing networking and personal growth opportunities. Within the conference design, it was the intent to further incorporate social and interactive opportunities to maximize networking.

A business-specific trade show accompanies the conference to provide a compact opportunity to find out more about current suppliers, services and programming relative to success in the business world.

**The Business Conference
... at a Glance ...**

Date:	October 31, 2010 (In celebration of Small Business Week)
Hours:	8:00 a.m. – 6:00 p.m.
Location:	University of Victoria
Type of Event:	Dynamic one-day professional and personal development conference and business-specific public trade show targeted to the business community
Purpose:	To enhance the professional skills of the business community To provide networking and personal growth opportunities To provide trade show opportunities and information relative to contemporary products and services specific to business professionals
Offerings:	Keynote Presentations – Opening & Closing Nine 1½ Hour Skill-Based Hands-on Workshops Formal Sit-down Lunch with Motivational Keynote Speaker Panel Presentation – Trends and Change Management 'Open Mic' Forum and Dialogue
Attendees:	Anticipate 200 – 250 Conference Delegates
Exhibitors:	40 – 50 Business Specific Exhibitors

The Sponsorship Invitation

While several cash and in-kind opportunities have been identified, we have been deliberate in limiting the number of partnerships to ensure that each of our sponsors receives the maximum amount of exposure and profile for their investment.

A listing of the available sponsorship opportunities and benefits are outlined on the following pages. We have been very sensitive to create partnership opportunities that maximize opportunities to best link individual sponsors with an appropriate event identity to maximize return on investment.

Partnership with *The Business Conference* will provide numerous direct and indirect benefits:

- Broad exposure to the Greater Victoria community through an aggressive promotion and advertising campaign including flyers, posters, direct media advertising and web marketing.
- Direct exposure and trade show marketing opportunities to over 200 targeted delegates.
- An opportunity to publicly profile your corporate and organizational commitment to personal and professional development of staff and managers within your company or association.
- An opportunity to evidence your position within the local business community.
- An opportunity to strategically network!

Title Sponsor \$5,000 Cash One Exclusive Opportunity

Pre-Event:

- Full partner recognition with event
- Logo inclusion on event letterhead
- Logo inclusion in newspaper advertisements
- Logo inclusion on all electronic promotions
- Logo inclusion in all media releases
- Logo inclusion on all promotional materials (i.e.: brochures, posters, tickets)
- On-air promotion through radio and television advertisements
- Link to event website

During Event:

- Prominent logo placement on all Conference materials
- Double Exhibit Booth (Prime location)
- Prominent signage on-site
- Speaking opportunity at Conference Opening
- Opportunity to offer promotional material to conference delegates
- **3** Conference Passes

Post Event:

- Logo recognition in all post-event correspondence and thank-you's
- Complete contact listing for all conference delegates and exhibitors

Event Partners**\$2,500 Cash****Two Exclusive Opportunities for Property Sponsorship of:
Luncheon & Keynote Presentation
Exhibit Hall****Pre-Event:**

- Identity with one specific Conference property (i.e. Keynote Presentation or Exhibit Hall)
- Logo inclusion in newspaper advertisements
- Logo inclusion on all electronic promotions
- Logo inclusion in all media releases
- Logo inclusion on all promotional materials (i.e.: brochures; posters, tickets)
- On-air promotion through radio and television advertisements
- Link to event website

During Event:

- Prominent logo placement on all Conference materials
- Single Exhibit Booth (Prime location)
- Prominent signage on-site
- Speaking opportunity (Introduction of keynote – or podium opportunity at trade show opening)
- Opportunity to offer promotional material to conference delegates
- **2** Conference Passes

Post Event:

- Logo recognition in all post-event correspondence and thank-you's
- Complete contact listing for all conference delegates and exhibitors

Event Friends**\$1,000 Cash or In-Kind Sponsorship****Opportunities for Property Sponsorship of:
Individual Workshop (9 Opportunities)
Nutrition Breaks (2 Opportunities)****Pre-Event:**

- Name inclusion in newspaper advertisements
- Name inclusion in all media releases
- Name inclusion on brochures and posters

During Event:

- Name recognition in Conference Kits
- Table top signage at workshop or nutrition break
- Opportunity to introduce speaker (workshop sponsors only)
- **1** Conference Pass

Post Event:

- Complete contact listing for all conference delegates and exhibitors

SPEAKER CONFIRMATION**A. CONTACT INFORMATION**

Speaker:	Name		
Company:	Company		
Address:	Address	Phone:	xxx-xxx-xxx
	City, Prov, PC	Fax:	xxx-xxx-xxx
Email:			

B. PRESENTATION INFO

Date:	Date		
Presentation:	Topic or type (i.e. panel, keynote)		
Presentation Time:	Start and end time	Room:	Room location
Arrival Time:	Time to arrive at venue	Set Up:	Type of set up
Arrival Contact:	Site Manager or contact	Capacity:	# of expected attendees

C. SPEAKER REQUIREMENTS (Please check off specific presentation requirements.)

- ☐ Wireless Mic
 - ☐ Lavalier Mic
 - ☐ PC Computer
 - ☐ LCD Projector
 - ☐ Overhead Projector
 - ☐ Additional Requirements (if any):
-

D. HANDOUTS

- ☐ I will not be providing handouts
 - ☐ I will be using handouts. I will bring my own.
 - ☐ I will be using handouts. I require photocopies made by the University.
(Note: Please ensure materials are received 1 week prior to the event. They can be emailed to name@emailaddress.com.)
-

E. FEES AND EXPENSES - TRAVEL AND ACCOMMODATION

Fees:	\$000.00
Travel:	Mode of approved transportation or indicate "N/A"
Accommodations:	Hotel, date, confirmation number (if applicable) or indicate "N/A"

Signed: _____ **Date:** _____

Please complete this Speakers Agreement and fax back to xxx-xxxx with a brief bio that can be used for introductory purposes.

School of Business Trade Fair
MARKETING & COMMUNICATIONS PLAN

1. PROJECT OVERVIEW:

Event Purpose	<ul style="list-style-type: none"> An educational trade fair designed to showcase business services in the community and the education/development programming through University of Victoria.
Positioning & Key Messaging	<p>The University of Victoria Trade Fair is:</p> <ul style="list-style-type: none"> a compact one day event to answer a wide variety of business related questions; a one-stop shopping point for business products and services; an opportunity to learn more about business programs and executive development initiatives; a networking opportunity.
Logistics & Scheduling	<p>April 1st 10:00 a.m. – 4:00 p.m.</p>
Potential Sponsors	<p>Community minded business organizations seeking overall profile – i.e. banks, business associations. MEDIA SPONSORS (Proposed):</p> <ul style="list-style-type: none"> CFAX 1070 CH TV Times Colonist <p>IN-KIND SPONSORS In-kind opportunities re event goods and/or services.</p>
Target Markets & Stakeholders	<p>Primary Target Markets:</p> <ul style="list-style-type: none"> Private Sector Businesses General Public Business Associations Educational Institutions <p>Stakeholders:</p> <ul style="list-style-type: none"> University Community Corporate and Community Sponsors Media Partners
Packaging & Pricing Strategies	<ul style="list-style-type: none"> Exhibitors – Price TBD Attendees – No Charge

2. MARKETING & PROMOTION:

Marketing Tools	DIRECT ADVERTISING <ul style="list-style-type: none"> • posters • brochure • newspaper advertising (paid & sponsored) • radio/television ads 	Feb
	MEDIA PROMOTION <ul style="list-style-type: none"> • media sponsor promotion • media interviews • PSA's & Calendar of Events 	March
	GENERAL PROMOTION <ul style="list-style-type: none"> • personalized letter of invitation • University web site • email bulletin – list serves • email footers – sponsors, committee members • newsletters (community-wide) • partnership tools with sponsors • promotion through service clubs and business associations 	Jan, Feb, March
	DIRECT SELLING <ul style="list-style-type: none"> • School of Business • Students • Chambers of Commerce 	Feb, March

Insert event or department logo

Insert last revision date

Event Name
Event Date
Event Location**Set-up Order of Proceedings****May 1**

- All Day** Sharp's to setup AV requirements in Salon A, B & C.
- Morning** ABC moving to arrive at CERE offices and collect signage and floor charts, then heads to BEC to collect programs and other items from Event Manager. Delivers all items to VCC (Langford Room) for storage overnight.
- 2pm – 4pm** Insite Display to setup stage décor.
Event Manager onsite to check in with setup.

May 2

- 10:00am** VCC/Fairmont to have everything ready to receive décor except for banquet tables.
Insite Display arrives to begin setup.
Event Manager arrives.
- 11:00am** Huff N Puff to arrive and setup blue draping in Sidney Room for picture backdrop.
- 12:00pm** Sharp's to have completed all setup and pin spotting.
All banquet tables in place and ready to receive centre pieces.
Chair cover to start being placed.
Event Manager to return to supervise setup.
Staff Member A arrives to help with setup.
- 1:00pm** First group of volunteers arrive at Totem Poles to help with setup. Staff Member A to greet and conduct brief orientation on how they will assist with setup.

Staff Member B arrives to help with setup and prepare for volunteer orientation.
- 2:00 pm** Event Manager to have a dry run rehearsal with Sharp's AV.
- 3:00pm** Staff Member B to place programs, and questions at each place setting. Please place 2 clickers per table.

- 4:00 pm** Event Manager to meet with Fairmont Banquet captain to discuss timing. Final volunteers arrive at Totem Poles. Staff Member A to welcome and conduct brief orientation, and provide them with uniform.
- 4:30pm** Staff Member B to setup information desk and remain positioned at the desk throughout the reception.
- 4:45pm** UVic Photo Services arrives; Met by Event Manager at Totem Poles and provided with any final instructions.
- 5:00pm** Event Manager goes to the Palm Court to check on setup for VIP reception. All volunteers in positions around the VCC and Palm Court – see volunteer briefing documents for individual roles.
- 5:15pm** Michael Dias arrives at Palm Court to setup for VIP reception.
- 5:30pm** VIP reception officially begins.
Andy Slade Jazz trio arrives to setup on mini stage in Salon A.
University Executive Representative and Award Recipient arrives at Palm Court for VIP reception; Welcomed by Event Manager and given short briefing on the event.
- 6:00 pm** General reception officially begins in Salon A.
- 6:05pm** Event Manager to place assigned volunteers to help with the transition from VIP reception to main reception.
- 6:10pm** Staff Member A to round up volunteers and position them for the honour guard for VIP guests arrival.
- 6:15 pm** VIP Reception ends, guests asked to move to general reception by VIP reception Emcee.
Michael Dias departs.
- 6:20pm** Bagpiper Nathan Roberts arrives at Sidney Room; Event Manager to greet and conduct brief overview of route to take and review role.
- 6:40pm** Fairmont to pre-set tables in Salon B/C with salads.
- 6:40pm** University Executive Representative, Award Recipient and Board of Advisors Chair arrives at Sidney Room for photos.
- Event Manager in place at Tech Table.

Staff Member A in place at Sidney Room to confirm when pictures complete – will then immediately inform Event Manager at Tech Table when complete.

- 6:45 pm** General reception officially ends; guests begin to move to Salon B/C for dinner. Andy Slade Jazz Trio stops playing and depart.
Announcement from Tech table asking guests to follow bagpiper into Salon B/C for dinner – Event Manager to remain at tech table throughout program.
- 6:46 pm** Emcee to ask Bagpiper to commence playing - leads President and Award Recipient from Sidney Room, through Salon A, and into Salon B/C for dinner – Emcee to be in procession.
All event staff to help move guests from reception to dinner.
Staff Member A to ensure volunteers know where they are seated.
- 7:00 pm** Program begins with welcome by Emcee.
- 7:05pm** University Greetings from University Executive Representative.
- 7:10pm** Faculty update and student videos by Presenter A.
- 7:23pm** Introduction of Clickers by Emcee.
- 7:30pm** **Dinner service.**
- 8:20pm** Announcement from Tech table - Program will commence in ten minutes.
- 8:30 pm** Program continues with quiz answers and introduction of Award Recipient video.
- 8:46pm** Presenter B – Introduces Award Recipient.
- 8:50 pm** Award Recipient speaks.
- 9:12pm** Presenter C announces scholarship.
Presenter A and Presenter C present award.
- 9:15 pm** Staff Member A to take a group of volunteers take positions in pre-function space to help with coat check.
- 9:18pm** Staff Member B to take a group of volunteers to sliding doors near the staircase to say good bye and hand out special cards created by Award Recipient.
- 9:22pm** Emcee closing remarks and introduce final video clip.

- 9:23pm** Final video clip.
- 9:25pm** Event concludes and guests depart.
- 9:30pm** All staff to breakdown all setup – please store any signage, and unused items in Langford Room overnight.

May 3

- 9:00 am** ABC Moving arrives at VCC by 9am to collect items left in Langford Room overnight; items returned to Event Manager.

** Please note that for the purposes of this example, only position titles have been used to describe the event staff. In an actual Order of Proceedings, one should include the individual names and official titles.*

Insert event or department logo

Insert last revision date

Event Name**Event Date****Event Location****Executive Order of Proceedings**

- 5:30pm** VIP reception officially begins.
University Executive Representative and Award Recipient arrives at Palm Court for VIP reception; Welcomed by Event Manager and given short briefing on the event.
- 6:00 pm** General reception officially begins in Salon A.
- 6:15 pm** VIP Reception ends, guests asked to move to general reception by VIP reception Emcee.
- 6:20pm** Bagpiper Nathan Roberts arrives at Sidney Room; Event Manager to greet and conduct brief overview of route to take and review role.
- 6:40pm** Fairmont to pre-set tables in Salon B/C with salads.
- 6:40pm** University Executive Representative, Award Recipient and Board of Advisors Chair arrives at Sidney Room for photos.
- 6:45 pm** General reception officially ends; guests begin to move to Salon B/C for dinner. Announcement from Tech table asking guests to follow bagpiper into Salon B/C for dinner – Event Manager to remain at tech table throughout program.
- 6:46 pm** Emcee to ask Bagpiper to commence playing - leads President and Award Recipient from Sidney Room, through Salon A, and into Salon B/C for dinner – Emcee to be in procession.
All event staff to help move guests from reception to dinner.
Staff Member A to ensure volunteers know where they are seated.
- 7:00 pm** Program begins with welcome by Emcee.
- 7:05pm** University Greetings from University Executive Representative.
- 7:10pm** Faculty update and student videos by Presenter A.
- 7:23pm** Introduction of Clickers by Emcee.

7:30pm	Dinner service.
8:20pm	Announcement from Tech table - Program will commence in ten minutes.
8:30 pm	Program continues with quiz answers and introduction of Award Recipient video.
8:46pm	Presenter B – Introduces Award Recipient.
8:50 pm	Award Recipient speaks.
9:12pm	Presenter C announces scholarship. Presenter A and Presenter C present award.
9:15 pm	Staff Member A to take a group of volunteers take positions in pre-function space to help with coat check.
9:18pm	Staff Member B to take a group of volunteers to sliding doors near the staircase to say good bye and hand out special cards created by Award Recipient.
9:22pm	Emcee closing remarks and introduce final video clip.
9:23pm	Final video clip.
9:25pm	Event concludes and guests depart.

** Please note that for the purposes of this example, only position titles have been used to describe the event staff. In an actual Order of Proceedings, one should include the individual names and official titles.*

Audio Visual	Sharps Audio Visual #12-1950 Government Street Victoria, BC V8T 4N8	P. (250) 385-3541 F. (250) 385-3540 www.sharpsav.com
Caterers	Cooks Day Off 1883 Fort Street Victoria, BC V8R 1K1	P. (250) 598-3228 F. (250) 598-3248
	Feys & Hobbs Catered Arts 1-845 Viewfield Road Victoria, BC V9A 4V2	P. (250) 380-0390 F. (250) 380-0398 www.feysandhobbs.com
	Food for Thought Caterers 5-1002 Goldstream Avenue Victoria, BC V9B 2Y5	P. (250) 478-2721 F. (250) 474-0378 www.foodforthoughtcatering.net
	Truffles Catering 1461 Benvenuto Ave Brentwood Bay, BC V8M 1J8	P. (250) 544-0200 F. (250) 544-1667 www.trufflescatering.net
Decor	Decorate Victoria - Huff n Puff 1A-460 Tennyson Place Victoria, BC V8Z 6S8	P. (250) 382-4833 F. (250) 385-4839
	Illusions & Themes 661 Alpha Street Victoria, BC V8Z 1B5	P. (250) 995-1645
Display and Tents	Island Professional Displays Ltd. 544 Hillside Ave. Victoria, BC V8T 1Y9	P. (250) 385-3541 F. (250) 385-3540 www.islanddisplays.com
	Titanium Tents Suite 109, 937 Dunford Ave. Victoria, BC V9B-2S4	P. (250) 478-2240 F. (250) 478-2439 www.titaniumtents.com
Event Rentals	Gala-Van #1-460 Tennyson Place Victoria, BC V8Z 6S8	P. (250) 383-5431 F. (250) 383-5331 www.gala-van.com
	Joe the Bartender 560 David Street Victoria, BC V8T 2C8	P. (250) 382-2315 F. (250) 382-3517
	Pedersens Party Rentals 206 Mary Street Victoria, BC V9A 3V9	P. (250) 383-7783 F. (250) 383-1081 www.pedersens.com

Florists	Brown's the Florist 757 Fort Street Victoria, BC V8W 1G9	P. (250) 388-5545 F. (250) 3883511 www.brownsflorist.com
	Cadboro Bay Florists 1380 Harrop Road Victoria, BC V8P 2S4	P. (250) 477-2262 F. (250) 477-2305 www.members.shaw.ca/ cadborobayflorist
	Jennings Florist 2508 Estevan Avenue, Victoria, BC V8W 1C1	P. (250) 477-9538 F. (250) 477-3444 www.jenningsflorists.com
Lighting	Pacific Audio Works 3119 Steele Street Victoria, BC V8Z 3N7	P. (250) 380-7291 F. (250) 380-7292
Signage	Digital Direct Printing Ltd. 564 Hillside Avenue Victoria, BC V8T 1Y9	P. (250) 388-7082 F. (250) 360-1375 www.digitaldirectprinting.com
	GraphicFX Signworks 601 Alpha Street Victoria, BC V8Z1B5	P. (250) 382-7446 F. (250) 382-7448 www.382sign.com
	Island Blue Print 905 Fort Street Victoria, BC V8V 3K3	P. (250) 385-9786 F. (250) 385-1377 www.islandblue.com
	Speedpro Signs Plus 2626 Douglas Street Victoria, BC V8T 4M1	P. (250) 388-7770 F. (250) 388-3101 www.speedpro.com

Appendix 8.1 – Sample Volunteer Schedule

Event Name
Location
Date - Time

AREA	TIMING	REQUIRED	VOLUNTEERS
Set Up	10:00 – 12:30	4	1. 2. 3. 4.
Greeters	12:30 – 1:30	3	1. 2. 3.
Coat Check	12:30 – 1:30	2	1. 2.
Reception Area	2:00 – 3:00	4	1. 2. 3. 4.
Staging Area	1:00 – 2:30	1	1.
Photography	12:30 – 3:00	1	1.
Clean Up	3:00 – 4:00	4	1. 2. 3. 4.

Event Contact: Name
 Cell Phone Number

Appendix 8.2 – Sample Volunteer Position Description

JOB TITLE	Greeters		
LOCATION	Main Entrance	TEAM LEADER Supervisor Name	
# REQUIRED	3 3	TIME REQ'D	9:30 – 1:30 1:30 – 5:30

OBJECTIVES	<ul style="list-style-type: none"> • Ensure all attendees are welcomed upon arrival, receive an Event Program and given directional information, if necessary.
JOB ACTIVITIES	<ul style="list-style-type: none"> • Smile and welcome attendees to event “Welcome to the University of Victoria. We hope you enjoy your visit. May I offer you an Event Program?” • Distribute Event Programs to guests. • Welcome media and direct them to Event Manager. • Welcome workshop presenters and direct them to the Speakers Lounge.
SKILLS REQUIRED	<ul style="list-style-type: none"> • Enjoys working with public • Good customer service skills • Ability to stand on feet for extended periods of time
DRESS CODE	<ul style="list-style-type: none"> • Black bottom; white top • Vests provided upon arrival

How did you hear about the conference? (Check all applicable.)

- ☐ Brochure
- ☐ Website
- ☐ Posters
- ☐ Radio
- ☐ Television
- ☐ Newspaper
- ☐ Word of Mouth
- ☐ E-Blast
- ☐ Other (Please specify) _____

Why did you attend?

- ☐ Workshops
- ☐ Displays and Exhibits
- ☐ Keynote Speakers
- ☐ Social
- ☐ Networking
- ☐ Professional Development

What did you find most beneficial for you?

(Please rank in order, 1 being most beneficial)

- _____ Keynote Speakers
- _____ Networking Opportunities
- _____ Workshops
- _____ Displays and Exhibits
- _____ Afternoon Panel
- _____ Professional Development

Did the event meet your expectations?

- ☐ Yes ☐ No

Should the event be continued

- ☐ Yes ☐ No

Would you attend again?

- ☐ Yes ☐ No

If no, why?

How do you feel the event could be improved?

GENERAL COMMENTS:

PLEASE COMPLETE THE REVERSE SIDE. ►

CRITERIA	RANKING: Please circle (Ranking 1 to 5 with 1 being poor, 3 good and 5 excellent)					COMMENTS
Overall Day Programming	1	2	3	4	5	
Keynote Presentations	1	2	3	4	5	
Plenary Panel Discussion	1	2	3	4	5	
Workshop Selections	1	2	3	4	5	
Workshop Speakers	1	2	3	4	5	
Time of Year	1	2	3	4	5	
Day of Week	1	2	3	4	5	
Event Timing	1	2	3	4	5	
Venue	1	2	3	4	5	
Food/Beverage	1	2	3	4	5	
Delegate Bags	1	2	3	4	5	
Pricing	1	2	3	4	5	
Marketing Materials	1	2	3	4	5	
Décor & Presentation	1	2	3	4	5	
Staff & Volunteers	1	2	3	4	5	
Conference Management	1	2	3	4	5	

May we contact you for clarification on any of the above? (Yes/No):

(Optional):

NAME: _____ **PHONE NO:** _____

Thank you – your participation is appreciated!