

Event planning toolkit

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

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

Getting started

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

CPD Services may also be able to assist with your event or conference if it is an event for a purely academic audience. Contact cpd@abdn.ac.uk or 01224 272523 for further information about their services.

As soon as possible once the details of your event are confirmed, please fill in our **online form**. By filling in this form, you are linking your event up with the following services:

- Your event will be listed in the University calendar of events held by the events team and accessible to all in Outlook.
- If your event is open to the public, it will be listed in various locations - the University website, our event ezine, the alumni ezine and Voice magazine.
- We will also send the information to the communications team, who may want to approach you about writing a press release. Or you can contact the Communications Office directly on 01224 272014 or email communications@abdn.ac.uk.
- We will let reception and car park attendants at all parts of the University know so they can direct your visitors.

Booking a venue

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

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

Lecture theatres and other academic related spaces on King's College Campus should be booked through Room Bookings by emailing roombookings@abdn.ac.uk. Facilities at Polwarth can be booked through Eleanor Sutherland on e.sutherland@abdn.ac.uk or 01224 559650. Institute of Medical Sciences Conference rooms and atrium are also available for events. These can be reserved through IMS reception on 01224 555700 or imsreception@abdn.ac.uk.

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

Audio Visual Support

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

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

Recording your event

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

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

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

Catering

Campus Services coordinate the University catering services.

If you are booking a venue through the Conference and Events Office, please inform them at that time of any catering requirements you may have. Sample menus are available for [download here](#).

Catering at any other venues in the University should be booked through [Delivered Catering](#).

VIPs

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

Publicising your event

- **Materials**

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

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

The agencies are:

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

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

If you require any further details or assistance with any of your design and marketing requirements, including use of the University logo, please contact Alan Monteith or email alan.monteith@abdn.ac.uk or Shaunagh Kirby, Head of Communications on 01224 273108 or email s.kirby@abdn.ac.uk.

- **Online Events Calendar / Events Ezines**

Once your event is confirmed, just fill in the **online form** (as mentioned above) and we'll promote it in a number of ways.

- **Plasma screens**

Plasma screens are located in public spaces throughout the University. If you would like details of your event included on the plasma screens, please contact the Audio Visual Unit on 1224 272961 or email av@abdn.ac.uk.

- **Message of the Day**

Staff can submit news items for Message of the Day through the Message of the Day website.

- **Media coverage**

The Communications Office cannot guarantee that events will get media coverage. Once the details of your event are confirmed, please contact your College [Communications Officer](#) and they will advise on how best to proceed. Or they will get in touch with you if they feel the event is newsworthy.

There are lots of other ways of promoting your event including distribution of promotional material, online promotion, direct mail and so on. For further information, contact the events office on 273233 or 273726.

University branding materials

Please display University branding materials at your event. University pop-up banners are available from the Events Office. Please contact Sarah Barnes on 01224 273233 or Anne Hunter on 01227 273726 or email communications@abdn.ac.uk.

Invitations, ticketing and RSVPs

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

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

Stewards / ushers

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

University Student Ambassadors are available to help for an hourly rate. Please contact Vikki Todd v.todd@abdn.ac.uk for more information.

Health and safety

The University Health and Safety Policy is available to review [here](#). Further information and advice can be obtained from the University Safety Adviser Nigel Corby on 01224 273894 or n.corby@abdn.ac.uk.

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

Security and car parking

For advice on visitor parking, security issues, etc. please go to the [Estates website](#).

Sustainability

The University has developed a guide to organising an event with sustainability in mind. This is available on the Environment Office web pages [here](#). For more information please contact Amy Gray on amy.gray@abdn.ac.uk or 01224 272063

Contacts

University Events Office	01224 273874	events@abdn.ac.uk
Conference & Event Office	01224 272660	conf.events@abdn.ac.uk
Room Bookings		roombookings@abdn.ac.uk
Audio Visual Unit	01224 272961	av@abdn.ac.uk
Communications Office	01224 272014	communications@abdn.ac.uk