SAEM Event Protocol Manual

Pre- Event Planning

1. Check Georgia Southern calendars to ensure your program will not conflict with another program.
   a. Georgia Southern online event calendar- http://calendar.georgiasouthern.edu/
   b. Georgia Southern academic calendars- http://em.georgiasouthern.edu/registrar/resources/calendars/
   c. MyInvolvement calendar- https://georgiasouthern.collegiatelink.net/events – Great resource for viewing student organization events.

2. If your event will include dignitaries such as Dr. Thompson or the President, contact the VP of SAEM’s Office to ensure their calendars are open for the event date you are considering. Request for your event to be reserved on their calendar and provide as much detail as you can on the dignitaries’ involvement (are they speaking, presenting awards, photo opportunities, etc.) Please submit your request(s) to the Executive Assistant to the VP, Ava Percell at avapercell@georgiasouthern.edu.

3. To reserve event space, access the 25Live online campus space reservation system at https://25live.collegenet.com/georgiasouthern/#home_my25live[0]. This is a great resource to also assist you in researching possible event space on campus.

4. Contact catering if food is to be served http://auxiliary.georgiasouthern.edu/eagledining/blue-tie-catering/. This will ensure you are on their calendar and, in case they are unavailable, allow you to seek catering options elsewhere.
   a. If you wish to use another catering service besides Eagle Dining, please review the on campus catering policies. There are restrictions on where you are allowed to have an outside caterer service events on campus. http://auxiliary.georgiasouthern.edu/eagledining/policies/
   b. Table linens- if you are hosting an event at the Union, they are able to provide white table linens for 6 ft. rectangle tables only. Table linens for rounds, different colors, etc. will need to be coordinated with Catering. There may be an additional cost with Catering for this request.

5. Have your department director share the event details at the bi-weekly SAEM Director’s Meeting.

6. Most event locations will request a meeting with you prior to the event to go over event details. In case they do not, make it part of your planning.
   a. Familiarize yourself and staff on restroom locations.
   b. Review any additional needs your guests might have during the course of your event: breast-feeding location, computer lab access (contact SAEM IT services via MyTechHelp request), access instructions for Wi-Fi, etc.

7. Audio-Visual requirements should be coordinated and reviewed with Facilities and Event Services. Please complete their form located at http://students.georgiasouthern.edu/union/av-request-form/. Be aware of any special requests from the speaker or dignitary before you contact AV. Remember to review more than just the sound. What will the lighting be like in the room? Will the podium be properly lit? Will the speaker be able to see their notes?
   a. Provide the AV representatives a copy of your agenda or script so they can be aware of transitions, event occurrences, etc.
   b. Provide any and all presentation technology you will be using. If you are using a Macbook, flashdrive, etc. it will assist the AV representatives in assisting your set up.
c. If possible schedule a test run. This will ensure presentation fonts, videos, and audio are all working to your specifications.

8. Contact Parking and Transportation (P&T)- http://auxiliary.georgiasouthern.edu/parking/ to ensure visiting dignitaries and special guests have reserved parking available for them to conveniently arrive and access the speaking location. If speaking location is a sizeable distance away from convenient parking, arrange to have a representative meet the dignitary and escort them to the meeting location. If distance is far, consider obtaining a golf cart.
   a. For groups of attendees, contact P&T ahead of time to coordinate parking passes as well as possible reserved spaces.

9. If your event will require security/public safety:
   a. Contact Campus Safety ahead of time to determine if your event needs security- 912-478-5234.
   b. For large events requiring additional security, contact our Argus Event Services On-Site Event Manager, Toledo Moore at toledo.moore@argus-southeast.com or 404-713-5338.
   c. For ambulance service and our Public Safety involvement, please complete the Special Event Security Request located at https://drive.google.com/file/d/0B4n5cbpr3UJWOEEwRURJUlMwS0E/view.
   d. There are additional costs involved in using these services. Inquire with each to obtain current pricing.
   e. If guest or staff vehicles will be left overnight at or near the event site, let Public Safety know. They may require you to provide the automobile tag number, make of car, etc. for each vehicle.

10. If the event spans several rooms and locations, communication between staff is important. Arrange wireless communication via two-way radios, etc. Speak to your venue contact about these options if your department does not have these devices.

11. If invitations are required, please review the invitation guidelines document provided as part of this manual.

12. If you plan to provide guests with a schedule of events, please use appropriate fonts, graphics, and format. An example of our Convocation program is included in this manual as a guide.

13. Remember to submit any event advertisement media to the VP of SAEM’s Office for approval. Approval instructions are located at http://em.georgiasouthern.edu/staff-resources/message-media-approval/.
   a. Special Note- The Union has space in the commons to hang event banners. Consider creating an advertising two-sided banner. Please seek approval from Facilities & Event Services with regards to content, banner size, etc by emailing them at union@georgiasouthern.edu.

14. Stage and event site organization:
   a. Podiums should be draped with a Georgia Southern podium banner. For high profile events, the official university seal should be used. Request the seal from the President’s office (ext. 85211). Inform venue you will need the podium designed to hold the seal.
   b. Podium should have an elevated step available to speakers who may not be able to see over the podium.
   c. If present, the US flag should always appear on the speaker’s right (audience’s left) if the flag is on the stage behind the speaker. All other flags would be positioned to the speaker’s left. Physical Plant can assist you in this arrangement. Please see stage diagram included in this manual for reference.
d. Stage area should be (at minimum) decorated with live foliage. To request ferns and other live plants (not floral arrangements), please make a request with Facility Services at [http://tma.bfit.georgiasouthern.edu/](http://tma.bfit.georgiasouthern.edu/).

e. Room temperature bottle or glass of water for speaker(s) at the podium.

f. All six foot tables should be skirted with table linen (please refer to step 4b).

g. Tables on stage should be draped with an official Georgia Southern banner. To reserve a banner, please contact the Office of Admissions (ext. 85391).

h. Ensure there are enough trash receptacles and/or recycle bins to handle the estimated number of guests. Some locations may require larger receptacles. Receptacles should be properly displayed:
   i. Efficient location for guests to find and use
   ii. Avoid placing in prominent positions in the room (i.e. the stage area)
   iii. Decorative linen or similar materials should be used to mask receptacles that are worn, stained, or dirty.

i. If serving a meal with place card seating, create a diagram of tables and the location of each dignitary/special guest. This diagram should be provided to the VP of SAEM’s Office before the event for review. Please email Ava Percell at [avapercell@georgiasouthern.edu](mailto:avapercell@georgiasouthern.edu).

j. If your event typically invites VP’s and Deans, prepare a set of place cards with every VP and Dean’s name on them. In case one of these dignitaries does not RSVP but shows up, you will be prepared.

k. For place card protocol and etiquette, visit Robert Hickey’s ([Deputy Director of the Protocol School of Washington](https://roberthickey.wordpress.com)) blog at [https://roberthickey.wordpress.com/category/name-badges-place-cards/](https://roberthickey.wordpress.com/category/name-badges-place-cards/). There are several options with regards to formal and informal methods.

l. Print out the “People to Know” document for registration staff or staff who are in charge of seating. This will assist them in identifying and assisting VP’s, Deans, and other special guests. [https://docs.google.com/a/georgiasouthern.edu/presentation/d/1KvurnRT7x8v8KhMLOyF-RSE7nA8Fr7shN7x85H2yJys/edit?usp=sharing](https://docs.google.com/a/georgiasouthern.edu/presentation/d/1KvurnRT7x8v8KhMLOyF-RSE7nA8Fr7shN7x85H2yJys/edit?usp=sharing) (if you notice any out of date information in this document, please contact us- [robeme@georgiasouthern.edu](mailto:robeme@georgiasouthern.edu)).

m. If awards are being presented, a skirted table should be located near the stage for convenient access for any dignitary who is part of the awards presentation. Typically this table is to the right of the stage (audience right). To ensure award secrecy, a table linen may be draped over the awards.

n. If photographs will be taken:
   i. Plan when in the event they will be taken and where. For most award ceremony events, the photo station is to the right of the stage (audience right).
   ii. For official photographs, reserve the SAEM backdrop. Contact Barbara Mosley at [barbaramosley@georgiasouthern.edu](mailto:barbaramosley@georgiasouthern.edu). Please place this reservation a week before the event date. Please also keep in mind year-end banquets and award programs begin in April. Our office has several requests this time of year to use the backdrop. Please plan accordingly.
   iii. Coordinate an official photographer before the event. For small events, an official representative from the hosting department will suffice. For larger scale events, submit a request with the Georgia Southern photographer at [http://news.georgiasouthern.edu/marketing/services/photography/](http://news.georgiasouthern.edu/marketing/services/photography/).

15. Areas designated for registration should be treated with the same care and detail as inside the event location.
   a. Tables should be skirted with table linen (see item 4b).
b. Name labels, registration lists, registration technologies, and other registration items should be well organized and designed to provide an efficient check-in process.

c. Direction or information signs should have a professional graphical design and be positioned at key locations to assist with any possible traffic flow, special event requirement or information.

16. If you are hosting a weekend event please be aware there are limited custodial staff available on Fridays, Saturdays, Sundays and Holidays. Please submit a work request for large weekend events (especially if food is involved) http://tma.bfit.georgiasouthern.edu/. Custodial event support might require additional charges. Discuss your event needs with a custodial superintendent.

17. A work order should also be submitted to request post-event cleaning services.

18. Check with our Student Disability Resource Center sdrc@georgiasouthern.edu or ext. 81556 to review any possible special access needs and accommodations for guests.
   a. Check with SDRC also to request guidance on guests who require the assistance of service animals.

19. Review your staffing needs and create a duty schedule.
   a. If you will not be the point person for this event, assign a staff member this position (make sure this information is updated on the 25 Live form). The point person will be the representative for event staff, venue hosts, and facility services staff to reach with any questions or issues. Dignitaries and special guests should be provided the point person’s contact information in case of emergencies, traffic issues, or any other unforeseen circumstances that could cause a delay in arrival.
   b. If you do not have sufficient staff to man the event, plan to request volunteers from the division.
   c. Remember to provide an event schedule to event site personnel.
   d. If the event spans several rooms and locations, plan to offer on-site volunteer training before the event.
   e. On average, guests will begin to arrive as early as 30 minutes before the event. Event staff should be in place and ready to assist by this time.

20. Create a script for the event host(s) or emcee(s) that contains a list of all attending dignitaries. This list should provide a means of pronunciation for names that may be difficult to pronounce based on spelling alone. If awards will be presented, the script should also contain a pronunciation method for announcing award recipients.

21. During your venue planning meeting, a great way to simulate the actual event is to perform a walk through as an attending guest. Try to view things through their senses. When you approach the registration table, what will you experience? When you approach your table, what will you see on the table? As you view the stage, what will you see, hear, etc? By running this simulation, you can detect possible trouble spots, add to your supply list, alter agendas, etc.

**Risk Management**

1. Create inclement weather protocols for outdoor events.
   a. Reserve an interior space as Site B. If you do not plan on cancelling the event, you will need to have the backup location secured and all event plans coordinated for Site B at the same time you plan and coordinate the original outside venue. Review your event carefully and determine what alternate resources and set up will need to occur if it is held in an interior location.
b. If event has to be held outside, then reserve outdoor venue for an alternate date. For example you may want to keep the same day of the week and time and offer it the following week.

c. Communication- have plans in place to contact attendees and event staff if you change sites. Emails, outdoor venue signs instructing attendees of new location, etc.

2. Make sure all event personnel are familiar with the locations of AED’s (Automatic External Defibrillator).

3. Review the locations of fire alarms

4. Emergency Protocols
   a. Discuss safety concerns with the event venue representative. What part do the event venue staff play in evacuation and other emergency situations?
   b. Who on your staff is responsible for event emergencies? These staff should be selected early in event planning and an emergency preparedness meeting should be held to ensure plans are in place. Directing guests, placing the emergency phone call, process for ensuring all guests and staff are accounted for are things to consider.
   c. Emergency protocols should be shared with all participating staff and volunteers.
   d. Emergency calls. Remember to dial (9) before you dial (911) when using an on campus phone. Otherwise the call will not go through.
      i. Discuss with your staff the basics of handling a 911 call. An online resource can be found at http://www.911.gov/whentocall911.html.
      ii. Georgia Southern’s Public Safety phone number is easy to remember. Dial (8) then (5234).

During the Event

1. Check-in:
   a. Nametags-
      i. If you are using nametags, create one for every dignitary and or special guest. Do not assume they will bring their official Georgia Southern badge.
      ii. Avoid cursive or hard to read fonts. You cannot go wrong with Arial or Times New Roman. The name should take up most of the nametag space.
      iii. Logo goes at the bottom
      iv. Except for specialized events, honorifics and titles are not used.
      v. Do not include middle initials.
      vi. Registration staff should peel the nametag and hand to the guest.
      vii. For staff-nametag should go on the right side of the chest.
      viii. Always have additional blank badges available just in case.

2. If your event is using more than one space, provide a schedule to the information desk. Guests who need directions will find their way to an event site’s information desk. In addition, you may want to place a staff member at the information desk to assist with event specific questions.

3. Start on time.

4. At the beginning of the event, the event host or emcee should recognize all dignitaries in attendance and thank them for attending and their continued support.

5. Respect the time of your guests. Speeches should be minimized to fit within the time balance of the event. Depending on the ability of the speaker, attention spans start to wane after 10 minutes.
6. The event point person should have a means of taking notes during the program. This will be helpful in post-event reviews.

Post Event

1. A paragraph-sized article should be written to highlight events of note. This article should be submitted to Robert Meguiar (robeme@georgiasouthern.edu) along with a high quality photograph of the event. The article and event will be placed on the SAEM web page and shared with Marketing and Communications.

2. Post-event reviews are essential in improving your future programs.
   a. Create a feedback plan to reach out to staff and volunteers. They were in the trenches for the event and can provide you valuable information on what to improve and offer for the next event.
   b. For some events it may be appropriate to survey your guests. The Office of Strategic Research & Analysis is a great resource to assist you in creating survey tools and resources. Their request form is located at http://em.georgiasouthern.edu/osra/reqform/
Invitation Guidelines

- For most formal events you will want to send a paper invitation on card stock.
- For most occasions, send the invite at least four weeks before the program.
- Work with catering to determine the best possible RSVP deadline.
- Basic invitation format:

Vice President Teresa Thompson

cordially invites you to a dinner honoring
the Southeast Student Honors Society
in recognition of their 2016 graduating class

Tuesday, February 21, 2017
6:00 p.m.
Nessmith Lane Ballroom
847 Plant Drive
Statesboro, GA 30458

Please RSVP by Monday, February 13, 2017
to 912-478-5256 or
avapercell@georgiasouthern.edu
Please indicate any dietary requirements.
FALL 2016 CONVOCATION CEREMONY
AUGUST 10, 2016
Nessmith-Lane Conference Center

10:00 – 10:40 a.m.
RECEPTION AND REFRESHMENTS
Nessmith-Lane Atrium

10:45 – 11:45 a.m.
CONVOCATION CEREMONY
Performing Arts Center

Welcome and Introductions.................................................. Jean Bartels, Provost and Vice President for Academic Affairs
Remarks on Behalf of Faculty, Staff and Students ............. Richard Flynn, Faculty Senate Brenda Aytes, Staff Council Dylan John, SGA President
2015 Staff Council Merit Award Recipients .................. Diana Cone, Interim Provost
Faculty Awards for Excellence ............................................. Jaimie Hebert, President
2016-17 Award for Excellence in Contributions in Service
Dr. Luther T. Denton, III, College of Business Administration
Ms. Christina Lemon, College of Liberal Arts and Social Sciences

2016-17 Award for Excellence in Contributions to Instruction
Ms. Jessica N. Orvis, College of Science and Mathematics
Dr. Meca R. Williams-Johnson, College of Education

2016-17 Award for Excellence in Contributions to Research/Creative Scholarly Activity
Dr. Derek G. Larson, College of Liberal Arts and Social Sciences
Dr. Gulzar Shah, Jiann-Ping Hsu College of Public Health

Introduction of President ...................................................... Provost Bartels
State of the University Address ......................................... President Jimie Hebert
Announcements .............................................................. Provost Bartels

11:45 a.m. – 1:00 p.m.
FACULTY AND STAFF LUNCHEON
Nessmith-Lane Ballroom

COLLEGE MEETINGS

Tuesday, August 9, 2016
Allen E. Paulson College of Engineering and Information Technology...10:00 a.m., CEIT Room 1005

College of Health and Human Sciences ......................... 7:30 a.m., Nursing/Chemistry Room 1207
College of Education ..................................................... 8:00 a.m., COE Auditorium Room 1115
Zach S. Henderson Library Faculty and Staff ................... 8:30 a.m., Henderson Library Room 1300
Jiann-Ping Hsu College of Public Health ......................... 9:00 a.m., Hendricks Hall Room 3001
College of Science and Mathematics .......................... 1:30 p.m., Nursing/Chemistry Room 1207
College of Liberal Arts and Social Sciences .................. 2:30 p.m., Foy Building Carter Recital Hall

Thursday, August 11, 2016
College of Business Administration ................................. 2:30 p.m., COBA Room 1124
Jack N. Averitt College of Graduate Studies ..................... 9:00 a.m., COBA Room 1124
STAGE (flags on stage)
STAGE (flags on floor)

AUDIENCE