

Marketing and Communications Event Scope of Work

## Event Details

The space reservations and room setup will be made by a department representative with the Marketing and Communications (M&C) communication manager offering recommendations (below).

Stage size, coat check, number of tables and chairs, storage room, etc.

## President’s Office

If the president is requested to speak, the department representative will complete the form and submit it to the President’s Office and copy the communication manager. The department will also let the communication manager know if any other VIPs will be invited including board members, donors and legislators.

Notes.

## Lighting and Sound

If additional sound and lighting are required, M&C staff will make arrangements with an outside vendor and provide the department representative with an estimate.

# Notes:

## Catering and Linens

Catering and linens will be ordered by the department representative with recommendations provided by M&C staff. If alcohol is being served at the event, follow the University’s alcohol policy.

# Colors, linen selection, etc.

## Flowers

Departments will arrange for flowers with M&C providing recommendations. Todd Sheets from Downtown Deco is the preferred vendor for all high-level University events. He can be reached at 419-287-4305.

# Budget, centerpieces, stage arrangements, catering arrangements, etc.

## Music

Departments will arrange for music and entertainment with the M&C staff providing recommendations.

# Notes

## Sign Language

If a signer is required, the department will handle the arrangements. M&C can provide several options.

# Notes

## Promotional Materials

Promotional materials for the event will be created by M&C staff once the appropriate content is provided by the department representative.

# Notes

## Staging Materials

Staging will be ordered by the department representative with size recommendations from the M&C communication manager. M&C staff will submit the work order for all staging materials to be delivered to and from the event location.

# Notes

## Presentation Technology

For high level events, M&C will have members of the web team at the evet to run the Keynote or PPT show. In addition, M&C staff will provide a confidence monitor, arrange sound and supply computer equipment to run the show. For lower level events, the department will handle any PPT presentation using a branded PPT template.

# Notes

## Setup and Tear Down

For high level events, departments must have one to three staff members on site during setup and tear down to assist M&C staff. In addition, departments might need to arrange to have Campus Operations student staff on site during setup and tear down. The Campus Operations staff will be paid for through the department’s budget. The exact number of staff members and timeframes will be determined based on the size and complexity of the event.

# Notes

## Scripts

For high level events, departments will provide an overall script outline with M&C staff assisting with remarks for the president, provost, vice president or dean.

# Notes

## Parking

Departments will arrange for reserved parking lots, parking tags and general parking signs.

# Notes

## Photography and Videography

M&C staff will handle scheduling a photographer and/or a videographer for the event if the University has a need for photography which might include photos for recruiting, fundraising, public relations or media. If the University does not have a need for event photography and departments wish to have a professional photographer, freelance names will be provided to the department.

# Notes

## Registration and Name Tags

Departments will handle all logistics including tables, linens, chairs and registration materials for the event. M&C staff can assist with nametags for events. Custom nametags will only be created for signature events; however, the communication manager can assist with printing standard University nametags. Alumni should have the year of graduation included on their name tag.

Example: John Doe ‘80

# Notes

## Speaker Gifts

The department representative and the communication manager should discuss whether a speaker gift is necessary, and if so, an appropriate item. The department representative will handle the arrangements.

# Notes