

University of Aberdeen Event Planning Toolkit

This toolkit is designed to help you if you are organising a 'University' event within your department/school. Successful, professionally delivered events are important for the University's reputation and 'brand' and we are also keen to help make it as easy a process for you as possible. We hope the practical advice, information and contact details included will help you in planning and organising your event.

The **Festival and Events Team** in **External Relations and Marketing** can act as a central point for further advice and guidance on all aspects of planning and managing events. You will often be directed to other teams depending on what you require for your event. Contact the team on 01224 273865 or 273233, or email events@abdn.ac.uk

The **Festival and Events Team** predominantly plan and run large scale/VIP institutional Events as well as some large Corporate and Public Engagement Events. But we are also here to give advice to the University community running smaller events within their Schools and Departments, and to help as much as we can! So, feel free to contact us any time should you have a query, we will do our best to help or redirect if needed.

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 **Festival and Events Team** 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).

If your event is a **Public Engagement** event involving academic/research colleagues, then please do contact the **Public Engagement with Research Unit** via peru@abdn.ac.uk or 01224 273689 as they will be able to help you with this specific type of event. They will also be able to advise researcher/academic colleagues on **potential funding available** for certain public engagement events.

CPD Services may also be able to assist with your event/conference if it is an event for an academic or business focused external audience either on or off campus. Please contact via cpdservices@abdn.ac.uk or 01224 272523.

If you think your event could be high profile or of potential interest to the public, you could send the information to the Communications team, who may want to approach you about writing a press release or including it in the Staff Net news. Call 01224 272014 or email communications@abdn.ac.uk

Booking a venue

The [Conferences and Events Team](#) manage a wide range of campus facilities including Elphinstone Hall, Linklater Rooms and King's College Conference Centre. Further information and booking details for these campus venues are available on the [Conferences and Events website](#). Or contact them via 01224 272660 or conf.events@abdn.ac.uk. If you require any AV (microphones, projectors, etc), catering, table cloths, waiting staff, etc. these can be booked through Conference and Events 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

To book a room at the SDR Library you will need to contact the library directly via adminroombookings@abdn.ac.uk or on 01224 273330.

Facilities at the Foresterhill Campus can be booked using the contacts below:

- Rooms in the Polwarth Building can be booked through Elinor Sutherland, e.sutherland@abdn.ac.uk or 01224 437928
- Rooms in the Institute of Medical Sciences Conference rooms and atrium can be reserved through IMS reception, imsreception@abdn.ac.uk or 01224 437300
- Rooms in the Suttie Centre can be booked by contacting Arlene Ray, arlene.ray@abdn.ac.uk or 01224 437754

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

Please note that some of these venues will incur a hire charge for internal and external events.

If you are considering hosting and event **off campus** in the city or community or even further afield please do contact the **Festival and Events team** as we are happy to offer any guidance you might need for this as we often run events in venues throughout Aberdeen, and in other cities such as Edinburgh and London.

Audio Visual Support

When booking your venue with the Conferences and Events Office, please discuss any audio-visual requirements with them, and they will book this with the Media Services Team on your behalf.

PLEASE NOTE: If you have booked an academic venue through Room Bookings, you will need to discuss any AV requirements directly with the media Services Team via mediaservices@abdn.ac.uk or on 01224 272961. Please give AV as much 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 [Media Services website](#).

Recording your event (video & audio)

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 Media Services associated with this. If you want to use any footage on your School/Department website, please contact your School Marketing Office, the Marketing Team, the Web Team and AV to discuss this.

Catering

Conference and Events and Campus Services coordinate the University catering services. They are the only catering service which should be used on campus, no other external catering will be allowed without prior consent from Campus 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 [here](#). You are also able to organise Delivered Catering should you wish it, rather than paying for waiting staff, please discuss this with the Conference and Events Team directly.

Also if you are booking a room through Room Bookings and require catering you can also order through [Delivered Catering](#).

Inviting VIP Speakers & Guests

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 the Festival and Events Team and they will be able to direct you to the appropriate area for advice on this, the Communications Office will also be able to give advice on this.

Publicising your event

Online Advertising

You will be able to advertise your event yourself on your department/school Events Feed, please contact your marketing Officer or IT if you are not sure who looks after your Events Feed within your area of the website, they will be able to tell you.

Please see the **'Uploading an Event onto your Events Feed'** guide for more information on this. This can be found under the Events tab on the External Relations page [here](#). It is vital that you follow this guide exactly to maintain consistency and a professional and brand aware approach to the publicising of your events. And to give the clearest information possible to your intended audience.

IF YOUR EVENT IS OPEN TO THE GENERAL PUBLIC - Once you have advertised your event on your feed please let the [Festival and Events team](#) know and they will be able to adopt it onto the main University **'What's On'** guide if appropriate. Please note only public events can be advertised on the 'what's on' pages. The Events Team will also be able to advertise your event via our ['What's On' Facebook](#) and [Twitter](#) pages.

For all general Social Media advice and enquiries and to discuss advertising your event on the Main University Social Media pages please contact the **Digital Marketing Team** at digitalmarketing@abdn.ac.uk

If your event is open to STAFF, please submit a form to The Communications Team [HERE](#) to have the event advertised in the Staff E-zine and on Staff Net. Please contact [The Communications](#) team should you have any issues with this.

If your event is open to STUDENTS, please submit a form to the Student Experience Team [HERE](#) and they will be able to add the event to the Students E-zine. Please contact the Student Experience Team should you have any issues with this via studentlife@abdn.ac.uk . You could also contact AUSA via ausaevents@abdn.ac.uk and they can also advertise to students.

Hard copy publicising materials

The [Illustration Services Team](#) and [UniPrint](#) offer graphic design services as well as printing. Please contact them on 01224 272825 to discuss any requirements you have for posters, flyers, Pop-up banners, tickets, etc.

Should you wish to use an external agency for any design needs you must have this approved by **Marketing** before going ahead as there are only certain external providers who are approved for use at this time.

If you require information on the appropriate use of the **University logo and branding** which you should be adhering to when designing any advertising materials, please click [here](#).

Advertising on Plasma screens around campus

Plasma screens are in public spaces throughout the University. If you would like details of your event displayed on the plasma screens, please contact the Communications Team at communications@abdn.ac.uk

Press/Media coverage

If you think that your event might garner some interest in the local or national media, please contact the Communications Team on 01224 272014 or email communications@abdn.ac.uk. Please note that the Communications Office cannot guarantee that all events will get media coverage, and not all will be included in Internal new stories.

Other ways to promote your event

There are lots of other ways of promoting your event including Social Media, distribution of promotional material around campus, online promotion, direct mail, staff e-zine and so on. Your School Marketing Officer, [The Digital Marketing Team](#), [The Communications Team](#) and the [Festival and Events Team](#) are all on hand to advise if needed.

Invitations, ticketing and RSVPs

Ticketing and/or RSVPs for events can help judge capacity and numbers for catering. Please check with your School Marketing Officer or School Admin Office for their standard procedures for collating this information within your school. The events team 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. And be sure to give guests all the information they might need i.e. venue location, start time and end time of event, cost if any of the ticket, how they book the ticket, who they can contact if they have a question in advance etc.

Please note: As of 2022 the University is no longer allowing the use of Eventbrite for ticket sales/booking for any of its events, this is due to GDPR compliance issues with the company. We would now recommend using [Ticket Source](#) as an alternative as it is UK based and a similar platform to Eventbrite, it is also GDPR compliant. It is free to use for free events and it is very simple for you to set up your own or school account to manage your event booking. Do check with your School Admin Team before setting up an account as they may already have one.

Staffing your event - Stewards/Ushers

If you require extra assistance on the day of your event, it is often surprising how many individuals are willing to volunteer and lend a hand. We would suggest you try recruiting volunteers internally, through your School internal communications. You could also ask for volunteers via smallads@abdn.ac.uk or the Staff E-zine. To have something included in the e-zine please submit a form to The Communications Team [HERE](#)

If you struggle to get volunteers or colleagues to help with your event you can also employ **University Student Ambassadors** to help for an hourly rate. Please contact ambassador@abdn.ac.uk for more information on how to employ Student Ambassadors.

Health and Safety/Licensing

The University Health and Safety information is available to review [here](#). Please contact the Health And Safety team via centralsafetyteam@abdn.ac.uk should you have any concerns over safety at your event or any questions at all about what you can do to make sure it is safe for your guest.

Bookings made through **Room Bookings** will require you to fill in a Health and Safety form when booking. And bookings made via **Conference and Events** will also require you to read and sign their Health and Safety forms.

If you are employing any external providers such as entertainers, food providers, equipment hire etc. you will need to ensure that **Conference and Events, Campus Services and Estates** are all aware as you may need to ensure the relevant **licences** and **risk assessments** are in place. If you are unsure of who to contact or if you need this for your event, feel free to contact the **Festival and Events Team** or the **Conference and Events Team** for advice.

If you intend to sell **alcohol** at your event you **MUST** contact Conference and Events for advice on licensing before going ahead with this.

Security and Car parking on Campus

For advice on visitor parking please go to the [Estates website](#) or contact the Sacrist for advice at sacrist@abdn.ac.uk, For any security concerns please contact the Security team at securitycontrol@abdn.ac.uk

If you have any **VIPs** (political figures, celebrities) coming to your event please do contact the [Festivals and Events Team](#) and the [Head of Security](#) to inform them of this in advance so that appropriate precautions can be put in place ahead of the event. You should also inform the [Communications Team](#) of this too in case of any potential Media interest.

Contact Information

Festivals & Events Team	01224 273233	events@abdn.ac.uk
Communications Team	01224 272014	communications@abdn.ac.uk
Media Services Team	01224 272961	mediaservices@abdn.ac.uk
Uniprint	01224 272825	uniprint@abdn.ac.uk
Conference & Events Office	01224 272660	conf.events@abdn.ac.uk
Digital Marketing Office	01224 274033	digitalmarketing@abdn.ac.uk
CPD Services	01224 272523	cpdservices@abdn.ac.uk
Security Control	01224 273327	securitycontrol@abdn.ac.uk
Sacrist (Porters)	01224 273325	sacrist@abdn.ac.uk
Student Ambassador Info		ambassador@abdn.ac.uk
Student Experience Team		studentlife@abdn.ac.uk
AUSA Events		ausaevents@abdn.ac.uk

Room/Venue Booking

Kings College	email only	roombookings@abdn.ac.uk
Polwarth Building	01224 437928	e.sutherland@abdn.ac.uk
Institute of Medical Sciences	01224 437300	imsreception@abdn.ac.uk
Suttie Centre	01224 437754	arlene.ray@abdn.ac.uk
King's College Chapel	01224 272137	chaplaincy@abdn.ac.uk
SDR Library	01224 273330	adminroombookings@abdn.ac.uk