

Event Training and Resources Guide

Below are the templates we commonly use to plan our events.

1. A [Marketing and Promotions Plan](#) should be used to strategize and plan out all of the marketing and promotions you will conduct leading up to your event. The document can also help guide you through what your goals, purpose and programming will be.
2. [Run of Show](#) can be extremely helpful as a schedule. It can be used prior to the event to get everyone on the same page for the flow of the event. It can also be used during the event to ensure you stay on track and leave enough time for all the scheduled activities.
3. In order to have a great event, you need to be prepared with the right supplies. This [Supplies Checklist](#) will help you consider all of the supplies you should bring to your event.

Before Planning Your Event

Considerations to make prior to beginning event planning

- What is the purpose of the event?
- What are your measurable goals? (SMART goals such as 80 in person attendees)
- Paint a picture of what a successful event would look like?
- Who do you envision attending the event?
- What schedules should be considered for target audience members? (class schedules, work schedules, etc.)
- How does the event align with the mission of the University and the mission for your department?
- What is your budget for the event? (What fund will you utilize?)

Event Planning

- Develop a strong marketing & promotions strategy. A [Marketing and Promotions Plan](#) should be used to strategize and plan out all of the marketing and promotions you will conduct leading up to your event. The document can also help guide you through what your goals, purpose, key messages and programming.
- [Run of Show](#) can be extremely helpful as a schedule. It can be used prior to the event to get everyone on the same page for the flow of the event. It can also be used during the event to ensure you stay on track and leave enough time for all the scheduled activities.
- Consider who you would like involved in your event and how they might elevate the experience, such as Senior Leaders, scholar students, expert faculty, etc.
 - Determine the cadence and communication paths for promoting your event. (see more in event communication best practices.)
 - Determine roles and responsibilities, and assign tasks accordingly. Plan for clear channels for communication with everyone before, during and after the event. *Be mindful of each person's capacity.*

- Lead Event Coordinator
- Emcee/Moderator
- Panelists or presenters
- Keynote Liaison
- Virtual Meeting Communication supervisor/ Q & A Moderator
- Tech Support
- Traveling microphone for live Q&A
- Schedule a rehearsal or training before the event.
- We recommend a full run-through of the program to determine timing and transitions in the event and possible issues.
- It's best to simulate the virtual side of the meeting to help manage expectations.
- It can be helpful to have in person or virtual presenters available for the rehearsal.
- In order to have a great event, you need to be prepared with the right supplies. This [Supplies Checklist](#) will help you consider all of the supplies you should bring to your event.

Event Execution

Set-up

- We recommend planning for 1-2 hours of set-up time, depending on the intricacies of the event.
- A supplies checklist can help ensure you're loading in all the appropriate supplies. Reference the document in the templates drop down above to create your own list.
- Consider to have everything set-up at least 30 minutes prior to the event start time. This should allow you to troubleshoot or address any other unforeseen issues as needed.

Rehearsal and Timing Considerations

- Consider scheduling a run through with presenters prior to the event
- This will allow the speakers to become comfortable with the microphones and lighting (it can be very bright on-stage.)
- Allow extra time for remote presenters to get connected and configured virtually

Tear-down | Strike

- We recommend starting to breakdown the event after most of the attendees have left the venue. Be aware of your surroundings and any trip hazards exposed while breaking down gear.
- We recommend keeping background graphics up and music going as long as possible while breaking down the event components.
- Keep in mind, pack up equipment thoughtfully for the next time you'll use it.

Event Communications

It's best to start with a [marketing and promotions plan](#) to initiate your event communications strategy. We highly suggest you consider promoting your event through these campus communication platforms:

- Early Bird
- RED articles (if applicable)
- 'Runner
- Student Hub

Other effective promotional avenues can include:

- Flyers hung on campus
- Direct outreach to student organizations
- Direct outreach to chairs and academic departments
- Direct outreach to other target audiences

Effective promotional materials should include the following information:

- Name of the event
- Time
- Location
- Registration links
- Livestream, Microsoft Teams or Zoom links
- Contact information for event questions

Post Event

We highly suggest sending a post event survey to your RSVPs and attendees to gauge the success of the event. A post event survey can also inform how you can improve the event in the future.

Along with sending a post event survey, we suggest following up with any materials that were shared during the event, details on how to watch a recording from the event (if applicable), and details on similar events you'll be hosting in the future.

As a best practice, you can internally document a post event report detailing what worked well, what didn't work well, and opportunities for improvement. A post event report can be referenced to influence future event planning.

AV Considerations and Hybrid Event Planning

Does your event need to have a hybrid component?

- Will you have a virtual presenter(s)?
 - ◆ Are a portion of the attendees joining remotely?
 - ◆ How do you intend to interact with your attendees?

It's important to note a hybrid event may affect your in-person attendance.

How would you like to engage your attendees?

Considerations for engagement

- Consider what engagement for in person attendees will look like?
- How will people who are joining virtually interact and engage?
- Open Chat, Moderated Q&A, Audible Communication (mix-minus*)
 - Audio for both in room and online environments
 - Microphones for presenters/panelists

**In audio engineering, a mix-minus or clean feed is a particular setup of a mixing console or matrix mixer, such that an output of the mixer contains everything except a designated input. Mix-minus is often used to prevent echoes or feedback in broadcast or sound reinforcement systems.*

What media and presentations will be shared?

- ◆ Ensure all presentation materials are available to presenters prior to the event if possible
- ◆ Provide online view links for videos that are shown to virtual attendees
- ◆ For the person running technology in the venue, it's best to download files and play from the desktop, rather than present from an online link
- ◆ We recommend using a single computer for all presentations
 - Simultaneously share the same content for online participants

What audio and visual components will be used?

Your venue plays an integral role in how you set-up your audio and visual components.

1. Audio
 - Speakers and volume control in the room
 - Understand the audio mixing console capabilities and limitations
2. Video
 - Ensure display is sized properly
 - Simultaneously share the same content for online participants
3. Internet
 - What are the wired connections for streaming the event?
 - Is there wireless access?
4. Lighting
 - A nice balance of direct and indirect lighting will elevate your in room experience and the quality of your stream

Ways to capture your event

- Consider what will be captured via your main camera, how you will capture any presentations and what is needed to capture the audio.

- This may require multiple recording solutions for each thing you are capturing - camera, presentation and audio (i.e. OBS and Zoom)
- To minimize time editing after the event, attempt to capture as close to the final edit as possible

How to prepare for a hybrid event

1. It's important to make sure all software and systems are updated prior to the event.
 - Accept pending OS updates, additionally update PowerPoint, Zoom etc.
 - Zoom, MS Teams, RTMP Stream
 - Configure settings on both the account and application to manage various features:
 - Webinar vs. Meeting
 - Live captions and language interpretation
 - Custom backgrounds
 - Recording preferences
2. Troubleshooting Tips
 - There may be limitations with the venue, in room technology as well as unforeseen circumstances that may require you to change the program. Be ready to pivot.
 - Be sure to have backup computers or alternative presentation methods available if technology fails.
 - Patience is key when troubleshooting. However, know when it is time to move on if something isn't working.
3. Technical Support
 - Establish good communication with tech support and other event support staff, to best receive support during the event.
 - Be mindful of each person's role, capacity and bandwidth
4. Post Event Resources
 - Video and audio recordings of the event should be safely stored and catalogued for editing and not left in the default containing folder, where it could get deleted.
 - Keep programs, PowerPoint presentations, and other information that will aid in the editing process.

Booking Event Space on Campus

AHEC Event Spaces

To book an AHEC space, you must contact the Auraria Campus Event Service team. You can book the following AHEC [event venues](#):

- Turnhalle (Tivoli 250)
- Adirondacks (Tivoli 440/540)
- Baerresen Ballroom (Tivoli 320 ABC)
- Zenith (Tivoli 640)
- Loraine Good (Tivoli 444)

- Senate Chambers (Tivoli 329)
- Tivoli Quad
- 9th Street Historic
- St. Cajetan's

ACES event services include:

- Event facility scheduling
- Event coordination and planning
- Audiovisual rental, set-up, and support
- Management of student filming on campus
- Coordination of event advertising on campus
- Organization of information and fundraising tables

Please note the following for the King Center rentals inquiries.

The Kenneth King Academic and Performing Arts Center is only available for summer season rentals mid-May through mid-August. Once the fall semester begins, the facility returns to the campus' Performing Arts departments. The facilities serve their primary function as performance, lab, and instructional space for the programs for which they were built. The performance and support facilities may not be scheduled by any other programs for use during the fall and spring academic semesters. This includes use by any other on campus departments, student organizations, or off campus commercial clients.

Contact [Adam Popovich](#) to discuss your individual needs, or to obtain more information on policies and space availability.

MSU Denver Event Spaces

MSU Denver Facilities can book MSU Denver spaces, such as the Aerospace and Engineering Sciences Building (AES) or Jordan Student Success Building (JSSB). You can request to book an MSU Denver space [here](#), which includes:

JSSB Building:

- **Main Lobby** (Capacity: 150)
- **Roadrunner Tour Room** (Capacity: 25, after 5 p.m. usage only)
- **Student Lounge** (Capacity: 35, after 5 p.m. usage only, student orgs are an exception)
- **Exterior Patio (VARIES)**
- **Exterior Green (VARIES)**
- **Mezzanine** (Capacity: 50, availability limited)
- **Classroom** (Contact MSU Denver Facilities at 303-615-1699 or email facilities@msudenver.edu)
 - SSB classroom 200, 202-215 (capacity:24)
- **Classroom Corridor** (Information table usage only)

AES Building:

- **Forum** (Capacity: 65, after hours usage only)

- **Gallery** (Capacity: 24)
- **Exterior Plaza (VARIES)**
- **Classrooms** (Contact MSU Denver Facilities at 303-615-1699 or email facilities@msudenver.edu)
 - AES 210 (Hybrid classroom computer lab and lecture)
 - AES 220 (Hybrid classroom computer lab and lecture)
 - AES 240
 - AES 285 (Hybrid classroom computer lab and lecture)
 - AES 295
- **Reading Room** (Capacity: 25, *after hours usage only*)
- **Classrooms** (Contact MSU Denver Facilities at 303-615-1699 or email facilities@msudenver.edu)
 - AES 385

Please note, classrooms reservations are dependent on availability of classroom space and course schedules.

Protocols and Recommended Vendors

Recommended Caterers

For catering in AHEC spaces, authorized campus caterers should be utilized for all events serving 35 guests or more. Please reference the AHEC catering guidelines here, and view the information for AHEC authorized caterer below.

Full-Service Caterers

Biscuits & Berries*

303-277-9677

www.biscuitsandberries.com/auraria-campus

robin@biscuitsandberries.com

deryk@biscuitsandberries.com

Relish Catering & Events*

303-727-9200

www.relishcateringCO.com/auraria

natalie@relishcateringco.com

Serendipity Catering*

303-561-3663

www.serendipityfood.com/venue

laura@serendipityfood.com

Specialty Caterers

Cosmo's Pizza

(be sure to mention Auraria Campus)

303-777-FAST (3278)

www.cosmospizza.com/denver-location/

IPie

720-974-3206

www.ipietivolicatering.com

Los Molinos

303-900-0804

losmolinosauraria@gmail.com

www.losmolinosrestaurante.com

s'ONO

303-953-9147

www.so-ono-auraria.com

mauimamas303@gmail.com

Subway

303-607-9090

www.tivolisubway.com

subwaysubs@msn.com

For MSU Denver spaces, we also recommend using the following caterer along with the campus caterers outlined above.

Occasions

303-789-1867

www.occasionsdenver.com

Other Recommended Vendors

For any space on campus, we recommend the following vendors for rentals.

Event Rents

[303-972-0975](tel:303-972-0975)

www.eventrents.com

Butler Rents

303-388-5971

www.butlerrents.com

info@butlerrents.com

Rockstar Rentals

Decor & Lighting | 303-578-5692
A/V & Sound Rentals | 720-515-3391
www.rockstar5280.com
rentrockstar@gmail.com

Veldkamps Flowers
720-927-5987 | 303-232-2673
www.veldkampflowers.com

Production Services International (PSI)
303-757-8400
www.psiiusa.com

Paramount Convention Services
1-800-883-6578
www.paramountcs.com

Twenty Twenty Designs
303-744-7001
www.twentytwentydesign.net

Alyson McClaran Photography
www.imagesbyalyson.com
alymcclaran@gmail.com

Sara Hertwig Photography
www.sarahertwig.com

Health and Safety Protocols

There are no current restrictions or mandatory public health protocols on University events or activities. For more information, visit the [Roadrunner Covid-19 Updates page](#).

Ensuring Accessibility

Review the guide for planning an accessible event [here](#). More information and guides for inclusion and accessibility can be found [here](#).