SPH Event Support Guidelines

Overview

This document identifies the key considerations, processes, and support necessary for organizing an event within the School of Public Health. It is organized in order of the steps and considerations that need to be taken to ensure full support for an event. A flowchart summary of these steps can be found at the end of this document.

The Event Support Request Form is a key PDF form for helping various groups in the Dean’s Office to coordinate and organize support to make your event successful. Please be sure to complete it if you have any support needs from the Solutions Center (IT or facilities) and email it to sph-sc@umd.edu.

Key Staff & Center Contacts Contacts

- Erin McClure, Chief of Staff and Diversity Officer (elmc@umd.edu)
- Alex Mateik, Facilities Coordinator (amateik@umd.edu)
- Special Projects Coordinator (tbd)
- Caitlin Waite, Program Administrative Specialist (cwaite@umd.edu)
- Communications Team (sph-comm@umd.edu)
  - Kelly Blake, Assistant Dean of Communications (kellyb@umd.edu)
  - Bemnet Faris, Communications and Media Manager (bfaris@umd.edu)
  - Kirian Villalta, Graphic Designer and Creative Media Coordinator (kirianv@umd.edu)
- IT Team
  - Jon Catron, IT Coordinator (jcatron@umd.edu)
  - Mary Shelley, Director of IT (mshelley@umd.edu)

Event Support

- Standard operating hours for event support are 8:00 a.m. through 4:30 p.m.
- For events that are scheduled to take place outside the standard office hours (8:00 a.m.-4:30 p.m.) and require any support from facilities, IT, communications, and/or project coordination, a special request for approval will need to be submitted to both Erin McClure and Mary Shelley a preferably four weeks (a minimum of two) in advance.
Scheduling

- Please contact Caitlin Waite (cwaite@umd.edu) to ensure that the event does not overlap with other major SPH events (before communicating with Caitlin, please be sure to check the SPH Shared Calendar). Erin McClure (elmc@umd.edu) is a secondary POC.
- Please check the main SPH-SHARED calendar to double check that the event does not overlap with other major SPH events.
- If Boris is needed for the event, this request must go through Erin McClure (elmc@umd.edu). For time sensitive requests, Caitlin Waite (cwaite@umd.edu) is a secondary POC if Erin is not available.

Room Reservations

- If requesting Dean’s Office conference room, please submit this ask through Caitlin Waite (cwaite@umd.edu).
- If requesting other unit conference rooms, please check with the relevant unit coordinator.
  - PHSC - Kristin Cipriani (kcips@umd.edu)
  - BCH - Bev Monis (bmonis@umd.edu)
  - MIAEH - Maurice Rocque (mrocque@umd.edu)
  - KNES - Polly Schurer (pollys@umd.edu)
  - FMSC - Leslie Davis (ldavis17@umd.edu)
  - CASA - Michelle Wilson (mwilso75@umd.edu)
- To reserve another location in SPH (Friedgen Room, Lynn Reilly Lounge, Concourse, or classroom) or if you will need any type of off-site support or any type of IT support in any location, please submit a request through the Event Support Request Form. (please see “IT Support Requirements” section for more details).

IT Support

IT Services Provided

- For events in the SPH building
  - Setup and testing of AV equipment for presentation
  - Setup and testing of a webcam or iPad for minimal recording/broadcasting
  - Ensure all tech is up and running at the start of events, 8:00 a.m. through 4:30 p.m.
  - On-call troubleshooting and assistance during events, 8:00 a.m. through 4:30 p.m.
- For events elsewhere on campus with in-house AV
  - Walkthrough and consultation to ensure requirements are met
  - Coordination with tech staff in the relevant building to prepare for the event
  - Ensure tech is up and running at the start of events, 8:00 a.m. through 4:30 p.m.
For events elsewhere on campus without in-house AV and for offsite events
  - Assistance identifying a vendor to provide support. Please factor in significant additional time for this request.
- Assistance coordinating WebEX training for event managers and coordinators through DIT

**IT Support Requirements**

- Please use the “**Event Support Request Form**” referenced above in “Room Reservation” to request IT support at the same time as your room reservation.
- For on-site events (in the SPH building), please complete this form at least **two weeks prior** to the event. For other, off-site events, please provide at least **four weeks notice**. Though we will make every effort, we cannot guarantee support for event requests that are made nearer to the event.
- The form requests you to provide the following information. Please note, that many items can be left blank if you are not sure of your needs, but please provide as much information as possible at the time of the request.
  - Name of person completing form and name of event organizer to coordinate with the Solutions Center (can be the same person)
  - Department sponsoring the event
  - Date, start time, end time, and whether a multi-day event. Please note that support is currently only available between 8am-4:30pm.
    - If more than 30 minutes is required for set-up, please note this in the submission form.
  - Number of people expected to attend event
  - Which of the following are requested:
    - AV Equipment:
      - mics/amplification
      - webcam/low-fi recording device
      - videographer (notification of request will be sent to SPH Communications team)
    - Webex:
      - one-way broadcast
      - two-way communication
      - Webex recording
    - Media (should be provided the day before the event)
      - PowerPoint presentations
      - Other media (photos, videos, etc.)
  - Indicate requested location of event:
    - Friedgen Family Seminar Room
      - Select from room layout from options below
      - The Friedgen Family Seminar Room is reserved with a half-hour padding before and after each event to allow for setup and breakdown.
- Lynn Reilly Faculty/Staff Lounge: The Lynn Reilly Faculty/Staff Lounge is reserved with a half-hour padding before and after each event to allow for setup and breakdown.
- Concourse: The concourse is reserved with a half-hour padding before and after each event to allow for setup and breakdown.
- General Purpose Classroom
- Off-site/other (please provide details in notes)
  - If requesting Friedgen Lounge, please specify layout (see diagrams below)
  - Whether event signage is required
  - Audience and style, e.g., public, internal, high-profile
  - Whether VIPs are expected
  - Additional notes, requests, etc.

**Organizer’s Responsibilities**

- Identifying a POC to coordinate with the Solutions Center.
- Providing the necessary information and within the timeframes specified above.
- Configuring the Webex meeting and sending out invitations or livestream links under their own account. The Solutions Center is available to assist with this if difficulties are encountered, 8 a.m. to 4:30 p.m. However, individuals who regularly run events should plan to attend a WebEx training to become familiar with key aspects of the software. The Solutions Center can coordinate this training.
- Staging of PowerPoint slides and other media. The Solutions Center can assist with initial set up of these and check embedded sound levels prior to the event if difficulties are encountered, 8 a.m. to 4:30 p.m.
- Moderation of events, including managing Webex participants, changing slides or presentation files, queuing music, lighting, videos, photos, or other media during the event. These are tasks intricately linked to the nature, content, and goals of the event and are best performed by someone who is familiar with the people involved and the subject matter of the event.
- Managing recording devices during the event. The Solutions Center can set up a webcam or iPad but cannot provide camera or sound management during the event, nor professional-level equipment. If this is required, the event coordinator should engage a professional videographer*.
- All aspects of events after 4:30 pm or on weekends. Solutions Center support is offered only during business hours at the moment. We are currently working on engaging undergraduate workers who would be able to provide support as outlined above after hours.

***Do not send invitations until you have confirmed the date and time of your event with Erin; the room reservation with the relevant person; and the technical support, per guidelines above!***
Once the timing and location have been confirmed, please send an email to the SPH communications team (sph-comm@umd.edu) with all required communication/promotional materials for the event (see below section for more details) and invite attendees.

Communications and Marketing

- Please provide ample time for communications team to process request and create deliverables. All requests for promotional materials related to event must be sent to the communications team (sph-comm@umd.edu).
- Below are examples of materials produced by the SPH communications team:
  - Event/conference flyers and one pagers
  - Larger posters for bulletin boards and signage (Please indicate if this is required in the Solutions Center Event Support request form for IT/Facilities)
  - Messages on SPH T.V. screens
  - Content on websites
  - Social media posts
- In the email/ask to the communications team, please provide as much information about the event as possible:
  - Event date(s) and time(s)
  - Event location(s)
  - Purpose of event
  - Speaker(s)/guest(s) of honor
  - Audience invited
- If recording the event, inform Kelly Blake (kellyb@umd.edu) and ensure that the release form is signed by the speaker(s) before the start of the event.

Catering

- For all catering needs, please contact the Dean’s Office Special Projects Coordinator (TBD) with information on:
  - Event date(s) and time(s)
  - Event location(s)
  - Guest count
  - Dietary restrictions
  - Meal preferences

Approval of budget is needed to finalize the menu.
Decorations & Ordering Materials

- If requesting to order decorations or other materials for event, please draft an outline of products and pricing and submit to Dean’s Office Special Projects Coordinator (TBD). Once approved, the items will be ordered.

Parking

- If requesting special accommodations for parking, please submit request via email to Dean’s Office Special Projects Coordinator (TBD) with the below information
  - Date(s) and time(s) of parking
  - Event location
  - VIP List (If needed)
- Once parking arrangements have been finalized, you will receive an email with instructions on how to proceed/communicate with guests.
Friedgen Room Layout Options

Student Lounge - Auditorium
Maximum 71

Student Lounge - Box
Maximum 28 at table, 49 total

Student Lounge - Cafe
Maximum 48

Student Lounge - Classroom
Maximum 27

Student Lounge - Conference Room
Maximum 27

Student Lounge – Lunch Room
Maximum 56
Flowchart of Event Organization Process

1. Decide to host an event
2. Check the SPH-Shared calendar to ensure the event doesn't conflict with major school-wide events and confirm with Erin
3. Is the Dean needed for this event?
   - Yes: Contact Erin McClure
   - No: Is the event be held in a conference room?
     - Yes: Check with the appropriate coordinator
     - No: Will the event be held in a conference room?
       - Yes: Contact Erin McClure
       - No: Do you need any support from Communications?
         - Yes: Email requirements to sph-communicator@umd.edu
         - No: Do you need any support from IT or Facilities?
           - Yes: Submit the event support request form
           - No: After date and space are confirmed, invite attendees

4. Do you need any support from IT or Facilities?
   - Yes: Contact Erin
   - No: space available

5. Do you need any support from Communications?
   - Yes: Email requirements to sph-communicator@umd.edu
   - No: Do you need catering or decorations?
     - Yes: Contact Dean's Office Special Projects Coordinator
     - No: Have a great event!

Notes:
- Check with Department Coordinators for departmental conference room availability or Caitlin White for the Dean’s Conference room.
- All requests for space other than conference rooms must be approved by facilities.
- No invitations should be sent until proceeding steps are confirmed.