

Helpful Guide for Event Management

Table of Contents

1. Introduction	2
2. Where to begin	2
3. Managing the event	4
4. Post-Event.....	5
5. Useful Resources	6
6. Further information	6

1. Introduction

The purpose of this document is to provide all Maynooth University employees with guidance and useful tips for planning events on behalf of their team, department and/or the wider University.

2. Where to begin

Before planning an event, it is important to create a checklist of every possible task required to ensure that the event is a success. This involves pre-event planning.

- Develop an event brochure to provide information about the event, such as:
 - Aim, objectives, target audience, description of what is involved, timeline or agenda, information on the presenters involved and booking details for participants.
 - As you begin to list each task, start to consider any additional resources that you might require, such as support or help from another colleague/department/stakeholder.
 - Consider if you require a budget for this event and whether it requires further approval.
 - Make a list of all participants to be invited.
 - Do you need to keep a formal record of the event using a participant sign-in sheet?
 - How will you capture feedback after the event?

- If the event involves a face-to-face gathering, you will need to refer to the latest [Covid-19 guidance](#). You may wish to consider if the gathering can be hosted online, rather than a planning a face-to-face gathering.
 - If an indoor meeting room is required, how will you facilitate social distancing and hand hygiene?
 - Do you need to consult with Maynooth University's Health & Safety team as part of the pre-planning stage?
 - Given the current circumstances, you will have to consider both the level of restrictions in place at the time of planning; and the potential for the current situation to have changed at the time of your event.
 - As per visitor policy, there is a general restriction on visitors at present. Where critical vendors are required to attend the campus, a Maynooth

University Single Visit Form should be submitted 3 days in advance. You will need to ascertain if providers are deemed to be critical vendors; and if they are willing to return to provide a face-to-face service in the first instance.

- Consider the participants attending the event and their expectations, such as:
 - How much notice do providers and participants require?
 - How will they confirm their attendance?
 - How will you communicate and what level of information do you need to provide?

If the event is on campus:

- Does the venue fit everyone comfortably and allow for social distancing?
- Are you meeting all Health & Safety standards? Is parking freely available and do you need include a map and directions?
- Do you need to organise catering?
- Do attendees have special requirements that need to be met.

If the event is online, do participants require extensive guidance on:

- What is the most appropriate software product to use for the event?
- how to use the software and how to connect
- Information on the possible need for earphones, a second display monitor, etc.
- Does your provider/presenter require training or additional supports on the use of your software in advance of the event?
- What supports do participants require to access the event

- Determine if this event requires you to contract with any new external service provider(s) and whether you need to plan for invoicing and payments.
 - Are there [procurement](#) implications?
 - Do you need to consult with Procurement and arrange to set up new service providers on the payment systems?
 - If you are contracting with an existing provider, do we have up-to-date information in relation to all their details, such as contacts, banking, insurance, etc.

- Do you need to consult with [Health & Safety](#) in relation to the service providers insurance cover if they are visiting campus or providing a professional service online?
- Consider how you will manage bookings, cancellations and communications.
 - Do you need to use an external online tool? Is this approved by [IT Services](#)?
 - Do you need minimum numbers to make the event viable?
 - Will there be a cancelation fee?
 - Do you require participants to complete pre-event work, such as reading a relevant article or completing a questionnaire?

3. Managing the event

Whether your event is on campus or online, one of the most important elements for the success of any event is to schedule time in advance of the planned start time to ensure that everything is prepared, working and ready to go before participants arrive. By scheduling enough time in advance, this will allow you to review your event checklist and help to ensure that your event is ready to start at the scheduled time.

The list of final checks might include some of the following:

- Check e-mails for any last-minute apologies or cancellations.
- Ensure you have back-up presentations and content on file in the event of any issue
- **For on-campus event:**
 - To meet and greet presenter and guests as they arrive.
 - Check your room to ensure that tables and chairs are set up correctly.
 - Check that catering is available.
 - Put signage in place so that participants can find their way to the room.
 - Check technology, including laptops, internet connection, microphones, lighting, blinds, etc.
 - Recording attendance using a sign-in sheet if necessary.

- **For an online event:**
 - To check that your own connection is working.
 - To check that your presenter and guests have no connection difficulties.
 - To meet and greet presenter and guests as they arrive.
 - To address any technical issues in relation to access.
 - To check sound, camera, screen share, break-out groups.

4. Post-Event

Once your event is over, you should always take time to follow-up with both presenters and participants. This usually involves issuing a short questionnaire to everyone involved, which provides you with an opportunity to say thank you to everyone for their participation.

Topics covered on the questionnaire might include asking participants about:

- Meeting of expectations.
- Rating of the overall event.
- Rating of specific elements/sessions involved.
- Listing the benefits.
- Suggestions for future improvements.
- Other comments or suggestions.

This feedback will help you to make improvements for future events and address any difficulties that may have occurred during the event.

It is important to consider how you will maintain a record of the event. Determine if this is to be recorded locally within your department, or do you need this to be recorded by Human Resources and/or Learning & Development. If you need to check whether this is required, please e-mail learning.development@mu.ie

The final step is to ensure that all costs relating to your event have been invoiced and that payment is approved and sent for processing.

5. Useful Resources

For hosting Maynooth University online events

- <https://www.maynoothuniversity.ie/it-services/microsoft-teams>

For hosting Maynooth University events on campus

- <https://www.maynoothuniversity.ie/campus-services/event-support>

For online questionnaires

- Find more information on Forms [here](#)

Inclusive Conference Guide

http://www.marshallacm.co.uk/demolinks/Diversity_Ireland/story.html

6. Further information

For further information in relation to arranging events on-campus, please continue to check our [website](#) and e-mail updates that are issued to all employees.