Event ROLES AND RESPONSIBILITIES



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|  | Event team partner | flf | AdCo |
| vision, goals and advancement strategy of event | * Advise on best practices | * Determine goals of event and alignment to advancement strategies * Communicate clear vision to stakeholders |  |
| event onboarding | * Set up meeting with FLF and AdCo to determine all planning needs * Build production schedule * Onboard event in ProofHub and determine deadlines with communications colleagues | * Submit event request form * Attend onboarding meeting and share all known event information * Review production schedule and note responsibilities | * Attend onboarding meeting * Review production schedule and note responsibilities |
| AUDIENCE DEVELOPMENT | * Assist with data requests, if necessary * Facilitate contact list sharing for email and mailing * Submit PARF or PGR calendar request, if applicable | * Determine audience and assemble contact lists for mail and email * Determine leadership attendance * Liaise with hosts and key volunteers to get guests in the room * Perform call downs | * Assist with building of contact lists |
| COLLATERAL | * Define collateral needs * Project manage creating, designing and production of all collateral | * Communicate all collateral needs * Assist in writing and reviewing collateral copy * Review collateral and route to stakeholders for review | * Assist with sending of collateral * Prepare pre-apps for all collateral purchases |
| registration | * Advise on best practices for registration options * Facilitate building of Cvent registration, if needed * Set up Reportal real-time RSVP list if Cvent is used | * Select best registration path for audience   + If online registration, real-time reg lists available in Reportal * Provide all host, speaker, and special guest names to AdCo for manual registration | * Serve as contact for registrants, take calls and email for registrations * Maintain manual excel RSVP list if Cvent not used * Prepare nametags, table cards, etc. |
| VENDOR MANAGEMENT | * Hire and manage event vendors including caterers, valet, A/V, coat check, florists, etc. | * Determine any preferred vendors from hosts | * Assist with event vendors and orders |
| budget | * Create and maintain event specific budget in excel * Monitor invoices and payments | * With senior director, set budget for event | * Prepare pre-apps and give to Brianna for tracking |
| PROGRAM DEVELOPMENT | * Advise on event and program flow * Review scripting and any AV * Format script for podium | * Liaise with faculty, hosts, and all other speakers * Define program elements and key points * Write script in alignment of program goals |  |
| Briefings | * Write master event brief and event timeline * Prepare briefing packets 1 week prior to event * Send briefing packets to internal recipients | * Access and share master event brief and timeline as needed * Determine list of briefing packet recipients and materials needed (options: brief, timeline, RSVP list, remarks, bionotes) * Send briefing packets to high-level stakeholders | * Prepare bionotes, if needed * Review event brief * Assist with sending briefing packets |
| day-of event | * Set up for event * Staff event, manage registration, vendors, logistics, volunteers, etc. | * Staff event and manage high-level stakeholders * Mingle with donors and build relationships in the room * Answer donors’ questions | * As needed, assist with set up and staffing of event |
| post-event | * Reconcile attendees and provide final guest list to Advance and finance team * Share final guest list with FLF * Fill out post-event evaluation form | * Follow up with attendees to continue building relationships * Send thank you notes to hosts, key volunteers, and speakers | * Assist with post-event reconciliation * Coordinate thank you notes and photo follow up as needed |