

Event Planning Review Procedures

University of Connecticut

Venue managers are advised to review all space requests from students or student groups. Some requests for university space may be referred by the venue manager or other University administrator for additional review in consultation with other university offices as necessary ("Event Review"). Examples include but are not limited to requests for use of space for events that are liable to draw large crowds, events involving guest speakers, or other request that may involve the coordination of multiple offices to ensure the safety of the University community and property. Students and student groups may directly request an Event Review.

The Event Review process may involve one or more meetings with multiple university offices, including the program organizer, venue staff, University of Connecticut Division of Public Safety, and University Communications. Additional staff may be invited if relevant.

If the event is sponsored by a student organization, the student group's leadership and the student group adviser must participate in all phases of the Event Review.

For events subject to an Event Review, approval to reserve University space is contingent on completion of the Event Review. The University strives to complete an Event Review within 15 business days.

An Event Review typically reviews some or all of the following:

Staffing the Event

Determine who among the following groups will attend and define roles for each:

- Sponsoring Organization
- Student Organization Adviser
- Student Affairs
- Communications Office
- Division of Public Safety
- Office of Diversity and Inclusion
- University Events and Conference Services

Audience

Determine how guests would be invited: open invitation, RSVP only, UConn ID only, other approaches, etc.

- Will attendance be limited to a certain number and, if so, is that number consistent with the room's capacity?
- Receive and review speaker's guest list. A speaker's guest list must include the guest's full name and, when available, affiliation or other relevant information.
- Determine when the doors open and close for the event.
- Determine whether all "ticket holders" or equivalent be allowed into the event regardless of arrival time.
- Determine how to respond to disruptive behavior by planning for podium placement, making an engagement plan for audience members and other approaches for audience interaction as necessary.
- Opportunity for Q&A:
 - How will it be conducted: open microphone vs, submitted written questions either in advance or on notecards collected during the event? How will it be

- moderated?
- How will time be managed during an open microphone session?

Access Controls

- Is/should a check-in be required? If yes, the following items must be resolved:
 - Who is designated to oversee check-in logistics? Who will be present to represent University staff or administration?
 - What is the check-in process for the speaker and designated guests of the speaker?
 - What time does check-in begin?
 - What is needed at the time of check-in (e.g., photo ID)?
 - Will attendees be “stamped,” receive a paper “bracelet,” or otherwise be given an indicator that they have checked in?
 - Who many event representatives will be needed to staff check-in?
- Will attendees receive a comment or question card (for use during Q&A)?
- Where does the entrance line form and how does it flow (outside)?
- Is there a coat check/storage of personal belongings? If yes, determine point person and how logistics will be handled during the check-in and closing when guests retrieve their belongings.
- Will attendees be able to leave and re-enter the event?
- How will overflow be handled? Under what circumstances would individuals be turned away? Designate point person.

Facilities Use

Organize a time to walk through the event space and determine appropriate use of space including a designated “holding” room for speaker before the event starts; location for staff needed; seating needed for staff; etc.

- Establish entrance and exit procedures for speaker in routine and non-routine circumstances, including transportation to and from the event.
- Establish entrance and exit procedures for audience members in routine and non-routine circumstances.
- Review staging (placement of speaker and moderator; placement of audience).
- Confirm maximum capacity of seating/standing room, and whether a representative of the Fire Marshal and Building Inspector’s Office will be needed on site.
- Confirm speaker needs (equipment, room set-up, accessibility, washroom).
- Confirm audience needs, access to restrooms, accessible seating, accessible entrance, need for assistive listening devices and/or an interpreter in spoken or American Sign Language, etc.
- Confirm arrangements for Q&A (microphones, waiting area, flow of audience members to and from seats).
- Confirm audio access.
- Confirm expectations and arrangements about recording the event.
 - Does this influence venue choice?
 - Have audience members been informed that the event will be recorded?
- Determine placement of media, including access to plug in to mult box if provided. Determine if news photographers will be stationary or allowed to walk through room while photographing, and relevant procedures for media mobility.

Communications, Promotion and Advertising

Review and discuss marketing strategy (how and to whom the event is being promoted; through what mechanisms, etc). Designate is the individual handling communication logistics on behalf of the event. Assign a contact person for requests for disability accommodation and provide phone

number.

- Review and discuss whether the speaker is promoting the event through independent channels and, if yes, is the event description in keeping with the event as booked.
- If the event is an RSVP-only event, determine how will people respond (e.g. phone call, dedicated website). How will reservations be confirmed? Will the event manage a waiting list, and if yes, how will people know that they are placed on the waiting list?
- Determine whether a Prior-to-Arrival communication is necessary to inform attendees in advance about expectations and procedures (e.g. no backpacks or umbrellas; bring picture ID; arrive early; appropriate behavior during the event; no banners/signs; parameters around recording of event.).
- Determine the treatment of media inquiries before the event. Who will respond on behalf of the event? If the audience is by invitation or closed group only, will media be allowed to attend? Who will communicate with University Communications on updates and/or changes? Will event organizers and Student Affairs personnel have after-hour contact information available for media?
- Determine the treatment of media at the event. Who greets them? Will there be an opportunity for media to visit with the speaker? Will a media seating area be provided?
- Review use of available technology for promotion and event access (swipe, UContact, ticketing, etc.).

Safety/Security

In addition to the following points, the security requirements outlined in the University's Large, Outdoor and Late Hours Event Policy, if applicable to the event, should be consulted in determining appropriate security measures and considerations.

- Determine whether backpacks or umbrellas, banners/signs can be brought in.
- Determine whether there will be metal detectors, "wanding," etc.
- Review use of microphones and audio-visual equipment.
- Determine whether an opening statement should be delivered, and if yes, by whom.
- Determine whether a contracted security firm will be utilized to manage the event, and if yes, who will liaise and direct.
- Will external security accompany the speaker? If yes, determine needs of the external security contingent (sweep of the space ahead of the event; number of security staff on hand during the event; space and transportation provisions).
- Determine who will escort the speaker to and from the event.
- Evaluate with UCPD any need for street closures, motorcade routes, parking restrictions, etc. If established, how will closures and restrictions be communicated?
- Determine parking needs for speaker, police, and audience. Will valet be contracted?
- Discuss any additional security measures as necessary.

Protesters

- If anticipated, determine a designated space for counter-rally or protest.
 - Be aware of protests before, during, and after the event.
 - If applicable, engage organizers regarding demonstration planning.

Outreach to Students who may be affected by event

- Discuss student groups who may be impacted by the event. Address questions and advise with logistics regarding counter activities.

Closing

- Review recommendations and confirm points of agreement.
- Identify additional cost and/or staffing needs; identify any unmet resource needs.
- Determine whether points of disagreement present imminent risk to physical safety.
- Designate the individual to review arrangements with the speaker.
- Designate the individual to follow up with organizers regarding event approval.
- Advise student group leaders, student group advisers, and others about the potential for an “After Action Review” (AAR) and collect contact information for those who may be asked to attend an AAR, if one is deemed necessary.