VIP Events Checklist

For large events held in auditoriums such as BMC Auditorium, Fleming, the Briefing Room, Hogg Auditorium, LBJ Library

If you are hosting one or more VIPs for a major event, please reference this checklist to assist in your planning.
It is not exhaustive, but should help you with timing and tasks.

UP TO ONE YEAR BEFORE/AS SOON AS YOU KNOW:

☐ Schedule your speaker, identify dates, plan for their visit
☐ Book the venue for your date and time (with the Dean’s office or appropriate campus entity)
☐ Complete travel arrangements
☐ Complete paperwork and contracts
☐ Add your event to Moody College Events calendar and UT Events calendar
(https://wikis.utexas.edu/display/comm/Event+Calendar & http://calendar.utexas.edu)

2-6 MONTHS BEFORE:

☐ Alert the Dean’s office, External Relations, Marketing & Communication, Technology Services and Facilities
☐ Consult the MarCom team and create promotion plan to drive attendance
  - Identify classes that are like-minded and ask the faculty member to consider:
    • including your lecture on their syllabus
    • offering extra credit to their classes for attendance
  - Create a Facebook event on your department account to share on social media
  - Discuss releasing a media advisory if your VIP is willing to conduct 1:1 interviews with local media
  - Consider promoting to students in other UT colleges/schools
  - Ask KUT if they would like to invite their members to attend
  - Discuss inviting Advisory Council members or Austin-area alumni
    • If approved, provide full event details to External Relations team
☐ Request post-event coverage from the MarCom team if you want a web story, photos or video
☐ Make a detailed schedule for the VIP visit
  - Are you planning a VIP reception or special lunch and/or dinner?
    • If so, begin coordinating with Dean’s office or appropriate offices on campus
      Discuss catering with External Relations
      Make reservations as needed
  - Will your VIP attend classes or meet with students while on campus? If so, start scheduling
☐ Plan schedule with appropriate faculty or student groups
☐ Plan the stage set-up and technology needs with Technology Services/Marketing
  - Stage layout and background images
  - Lighting
  - Recording
    • Do you plan to have the event recorded?
    • How will you use the recorded footage when complete?
  - Request access to green room from facilities manager if you need it for pre-event staging
  - Ask for water or beverage during talk
1 - 2 MONTHS BEFORE:

☐ Finalize promotion plan with Marketing/Communication team.
☐ Request slide for Moody College monitors
☐ Request kiosk for week of event
☐ Request email from the Dean to faculty and staff if appropriate
☐ Finalize language and send email invite to alumni or advisory council members if inviting
☐ Determine what your VIP will need during their visit:
  - Parking pass or swipe card for a garage
  - Quiet room for VIP to use for email or calls
☐ Request or hire photographer if you plan to have photos taken at the event
  - Determine:
    • What specific photos need to be taken?
    • Candid or formal?
    • When to take? Before, during or after the event?
    • How will the photos be placed or distributed after the event?

1 - 2 WEEKS BEFORE:

☐ Confirm all details with Dean’s office, External Relations, Marketing/Communication team, Technology Services, Facilities Services
☐ Continue promotion

POST - EVENT

☐ Post-event coverage if agreed to by MarCom team
☐ Full video posted to YouTube by Tech Services team
☐ Follow up and thank you to VIP