VADEMECUM

Everything you need to know to organize an event at Ca’ Foscari

Contacts:
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041 234 8211

Communication and Public Relations Office
comunica@unive.it
041 234 8005

Cultural Promotion Office
eventi@unive.it
041 234 8358

Cultural Promotion Office
Venue Management Unit
logistica.spazi@unive.it
041 234 7925 – 041 234 7538
1. The date
Before finalizing the date, please verify with Rector’s Office and Cultural Promotion Office - Events the for compatibility with the University calendar. In this way, overapplying events can be avoided, the appropriate visibility for the events can be ensured and guests can be guaranteed the possibility of attending more than one event.

Events/Rector’s Office

2. The meeting room
Please verify the reservations of the rooms and meeting spaces on the University website at http://www.unive.it/aule, refraining from booking large events shortly before other significant events. For the teaching areas, please consult Educational Programmes Office (UOICE) - Timetabling Unit and Cultural Promotion Office - Venue Management Unit by email in order to evaluate the compatibility of events with the distribution of the teaching hours in the complex, Venue Management Unit - Timetabling Unit

3. The Rector
Should the event require the presence of the Rector, please verify available dates with the Rector’s Office - Rector’s Office

4. Booking
meeting areas: can be booked via the Reserved Area (Bookings for Meeting Areas), External spaces, entrance halls or courtyards can be booked solely writing an email to logistica.spazi@unive.it addressed to the who Cultural Promotion Office

- Venue Management Unit will then proceed with the assignment of the space or the evaluation of alternative solutions.
- teaching areas: can be booked by email addressed to the Education Training Office - Timetabling Unit who will verify the compatibility of the request with the University teaching calendar.

- exhibition spaces: can be booked by email addressed to the Ca’ Foscari Foundation. Venue Management Unit (meeting areas)/ Timetabling Unit (teaching areas)/ Foundation (Exhibition Spaces)

5. Required documentation to be sent to Cultural Promotion Office - Venue Management Unit/Foundation (for exhibition spaces)
a) required documentation for permission of temporary use of the spaces and venues of the University can be accessed through the website on the pages dedicated to Regulations, fees and guidelines (meeting spaces, teaching spaces) at the link http://www.unive.it/nqcontent.cfm?ai_id=1040.
b) information/organization of the event and the relevant logistical occupations: day’s and time of event, date and time of the set-up/dismantling, technical services, catering, extra requests (meeting spaces, teaching, exhibition).

Venue Management Unit (a+b meeting areas and teaching areas)/ Foundation (a+b Exhibition Spaces, b) institutional events held by the Events Department upon prior booking of the areas at the Venue Management Unit

6. Communication and organization
Please inform the Communication and Public Relations Office writing an email to comunicach@unive.it. The Office will evaluate the means and the appropriate times to promote the event, which will be inserted into the University’s broad network of communications. The channels used are: press contacts, the University website, newsletter, radio Ca’ Foscari, social networks, and eventual video coverage. The Sector will also offer image consulting, in coordination with the graphics department of the University and can offer graphic support for the production of promotional material, Communication and Public Relations Office (communication format/journalistic launch/ graphic format)

Please contact the Cultural Promotion Office - Events in order to request the delivery of the invitation by email, through the institutional mailing list of the University and to coordinate the realization of events with policy makers, paying particular regard to the University’s calendar of events.

Events

In particular for the delivery of invitations to policy makers, the Cultural Promotion Office - Events can proceed upon the recommendation of the Rector’s Office. Events/Rector’s Office

Contact the Cultural Promotion Office – Venue Management Unit for support at the events, with regards to space optimization and coordination of information between facilities, in relevance to the logistical needs and services associated with the event.

Venue Management Unit (with the exception of institutional events which call for previous coordination with the Cultural Promotion Office - Events / Rector’s Office)

Attachment 1 – OPERATIONAL GUIDELINES
At all events promoted by the University, it is necessary to follow a format which shall be verified with the Reference Offices:
1) Ensure that for events which foresee the presence of policy makers or eminent guests, adequate services have been requested (including technical assistance) and management of the area and the guests, possibly reserving seats for the policy makers.
2) Supply each participant with a program of events and a reference brochure.
3) Organize the flow of people into the room, respecting the maximum capacity by following security regulations and the instructions of the emergency team where required.
4) Ensure that the presentation is preceded by the Ca’ Foscari institutional video (in English when necessary) following an agreement with the relevant offices.
5) Manage the location of the speakers at the table, placing the corresponding nameplates with each speaker. Monitor the duration of the participation of each conference attendee. It is the duty of the chairman to guarantee a certain coherence in the duration of each participation.

LAYOUT OF THE SPACE
Decoration of the hall or the reception area with posters promoting the event or with institutional/company logos, both to give strength to the brand, as well as to provide a background for the various photographs that may be taken. In order to help out the audience and the journalists, the names of the speakers will be printed in an easily visible font size and placed on the table in front of them. Assurance that there will be a constant supply of water and glasses for the event. As the layout of the hall or the reception area is organized, an exchange and confrontation between corporate figures or similar, the layout of the chairs should be in a horseshoe shape in order to encourage public participation and lessen the sense of distance between the groups and the speakers.

PREPARATION OF THE SEATS AND TABLES
The seats should be aligned, with a central space. Neither too far from the table of the speaker, in order to create a greater empathy, nor too close to the speaker. Please evaluate the typology of the hall or the layout of the same based on the type of event which is to be organized.

EXAMPLE OF CONGRESSIONAL KIT
The preparation of the informative material for the kit to be given to the conference attendees:
- presentation sheet for the conference;
- texts or summaries of the reports supplied by the speakers;
- collection of other documentation related to this event;
- possible collection of any material related to the University (upon agreement with the Communication Sector);
- writing paper or small notepads (if gadgets recalling the brand are provided).

CONVIVIALITY:
Coffee Break, lunch and gala dinners
Establishing early on, during the organization of the event, if the function should provide for coffee breaks or internal or external catering services, ensuring first of all that a suitable location or area for the event has been chosen. Please remember that for a coffee break, an intermission of approximately 15-30 minutes is usually observed, based on the number of conference attendees (from 50 to 800-1,000). Based on the event, please establish if it is better to opt for a catered light lunch or with the support of an external catering service based on the type of conference and its guests, in particular in the presence of policy makers or eminent guests. Also, the gala dinner is only suitable, once the function has followed a certain type of very formal ceremony.

1 If the event being organized is a refresher course or a workshop and it is necessary to take notes, the seats must be fitted with a writing surface. If work groups are to be created, this must be anticipated and specific tables or sections of tables set up for this purpose. If the event is a presentation, a conference, an evening ceremony, it is best if the chairs are aligned, as they would be in an audience. If, however, a brainstorming event is organized, an exchange and confrontation between corporate figures or similar, the layout of the chairs should be in a horseshoe shape in order to encourage public participation and lessen the sense of distance between the groups and the speakers.

2 The folder for the participants should be assembled with a similar philosophy to the press release; it must contain all information deemed necessary in order for conference attendees to participate fully at the event.