

VADEMECUM

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

Contacts:
Rector's Office
rettrice@unive.it
041 234 8211

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

Cultural Promotion Office
eventi@unive.it
041 234 8358

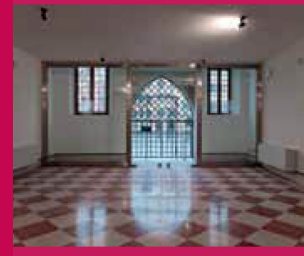
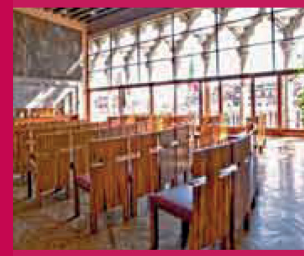
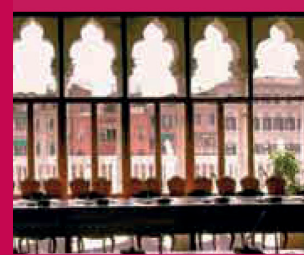
**Cultural Promotion Office
Venue Management Unit**
logistica.spazi@unive.it
041 234 7925 – 041 234 7538



Ca' Foscari
University
of Venice



Fondazione
Università
Ca' Foscari



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, overlapping 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 (www.unive.it/aule), refraining from booking large events shortly before other significant events. For the teaching areas, please consult **Educational Programmes Office (UOF) - 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

- venues can be booked via the Personal Area or by sending an email to logistica.spazi@unive.it. External spaces, entrance halls or courtyards can only be booked via email addressed to the **Cultural Promotion Office**, which will then proceed with the reservation or evaluate alternative solutions.
- teaching areas: can be booked by emailing the **Educational Programmes 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 (venues)/ 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) the required documentation for temporary use of the University spaces and venues can be accessed through the website on the pages dedicated to Regulations, fees and guidelines (venues, teaching spaces) at the link http://www.unive.it/nqcontent.cfm?a_

id=1040.

- b) information/organization of the event and 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 comunica@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 possible video coverage. The office will also offer image consulting, in coordination with the graphics unit of the University and can offer support in the design of promotional material.

Communication and Public Relations Office (communication format/media relations/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, concerning 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

For all events promoted by the University, it is necessary to follow a format which shall be verified with the competent Offices:

- 1) For events in the presence of policy makers or eminent guests, make sure that adequate services have been requested (including technical assistance), as well as the management of the area and the guests, possibly reserving seats for the policy makers.
- 2) Supply each participant with a programme of the event and a reference brochure.
- 3) Check the flow of people into the room, observing the maximum capacity and following security regulations and the instructions of the emergency team, where required.
- 4) Make sure 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 rotation of the speakers at the table, placing the corresponding nameplates in front of each speaker. Monitor the time allotted to each speaker.

LAYOUT OF THE SPACE

Evaluate the type of hall and its layout according to the kind of event you are planning.¹

Decorate the hall or the reception area with posters promoting the event or with institutional/company logos, both to strengthen the brand and 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 a visible font size and placed on the table in front of them.

Ensure a constant supply of water and cups on the table. As for the management of the speakers, the guidelines to be followed can be found under "type of format" or ceremonial.

EXAMPLE OF CONGRESSIONAL KIT ²

Prepare the informative material for the attendees

- conference presentation sheet;
- texts or summaries of the reports supplied by the speakers;
- other documents related to the event;
- if pertinent, material related to the University (after contacting the Communication Office);
- writing paper or small notepads (if branded gadgets are provided).

CONVIVIALITY:

Coffee Break, lunch and gala dinners

Coffee Break, lunch and gala dinners should be established early on in the organization of the event, making sure to choose a suitable location or area.

Please remember that a coffee break requires an intermission of approximately 15-30 minutes, based on the number of 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 if you require the support of an external catering service, keeping in mind the type of conference and its guests, in particular in the presence of policy makers or eminent attendees. Finally, the gala dinner is only suitable for one type of event, which follows 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.