

DEAN'S OFFICE EVENT SUPPORT SERVICE LEVEL AGREEMENT

	High Host Involvement	Some Host Involvement	Little Host Involvement
	Tier One	Tier Two	Tier Three
Event Management	<ul style="list-style-type: none"> • Consultation with the events manager • Event resource library 	<ul style="list-style-type: none"> • Event Management from Event Manager • Regular meetings to discuss progress • Venue research and selection • Speaker management • F&B management • Invitation/Registration management 	<ul style="list-style-type: none"> • Event Management from Event Manager • Regular meetings to discuss progress • Venue research and selection • Speaker management • F&B management • Invitation/Registration management
Event Support	<ul style="list-style-type: none"> • Room setup support • Pre-event AV consultation • AV setup support • Photography (contingent upon availability) 	<ul style="list-style-type: none"> • Room setup support • Pre-event AV consultation • Onsite AV support (contingent upon availability) • Photography (contingent upon availability) • Videography support (contingent upon availability) 	<ul style="list-style-type: none"> • Room support, if applicable • Onsite AV support • Determine AV requirements and collaborate with external vendors as appropriate. • Determine photography and/or videography requirements and collaborate with external vendors as appropriate.
Marketing Support	<ul style="list-style-type: none"> • Publish on EHD Event Calendar • Share via Dean's Weekly Update / Student Newsletter • Publish Monitor Slide • 1 or 2 social media posts 	<ul style="list-style-type: none"> • Publish on EHD Event Calendar • Share via Dean's Weekly Update / Student Newsletter • Publish Monitor Slide, if applicable • 1 or 2 social media posts, if applicable <p><i>If the audience is broader than EHD, add:</i></p> <ul style="list-style-type: none"> • 3 to 5 social media posts • Facebook Event • Select local media outreach • Publish post-event news story and share 	<ul style="list-style-type: none"> • Publish on EHD Event Calendar • Share via Dean's Weekly Update / Student Newsletter • Publish Monitor Slide • Collaboration with partners on full social media plan • Facebook Event and pay to boost event • Full media outreach and possible press release • Publish post-event news story and share
Examples	<i>Guest lectures, works in progress, HSRC</i>	<i>Named lectures, Foundation events, orientations</i>	<i>Graduation, ISAPA conference, VDOE summit, Bank of America event</i>