



RECOGNIZED STUDENT ORGANIZATION

HIGH PROFILE EVENT PLANNING *GUIDE*



EMORY
UNIVERSITY

Student Involvement,
Leadership, and Transitions
Campus Life

Emory Campus Life and Student Involvement, Leadership, and Transitions (SILT) work with student organizations to support high-profile events. These may include events that involve special security arrangements, have a large number of participants, and/or have the potential to attract attention from media outlets.

During high-profile and special events, Emory University promotes an environment of spirited and open discourse and debate, allowing for all attendees to actively contribute to intellectual exchange and participate fully in the event and/or activities, in accordance with the University's commitment to open expression.

The purpose of this guide is to support recognized student organizations (RSOs) at Emory University in the planning and execution of high-profile events on campus. This guide is best used in conjunction with Student Involvement, Leadership, & Transition's RSO Event Planning Guide. If you have any questions, contact the SILT office at silt@emory.edu or schedule a meeting with STEER Team by the [link here](#).

What is a High-Profile Event?

An event qualifies as high-profile if the subject of the event is characterized by being particularly well-known and/or highly publicized. This includes the presence of prominent public figures such as, current or former:



**Government
Officials**



**Leaders of Large
Organizations**

(i.e. the University President, CEO of a Fortune 500 company, a religious/spiritual leader, the Chair of a large non-profit, news media outlet representatives, etc.)



**Well-known
Celebrities or
Artists**



**An Individual or
Group representing
various topics**

surrounding varying opinions (i.e. identities, beliefs, and/or ideologies)

Additional qualifiers:

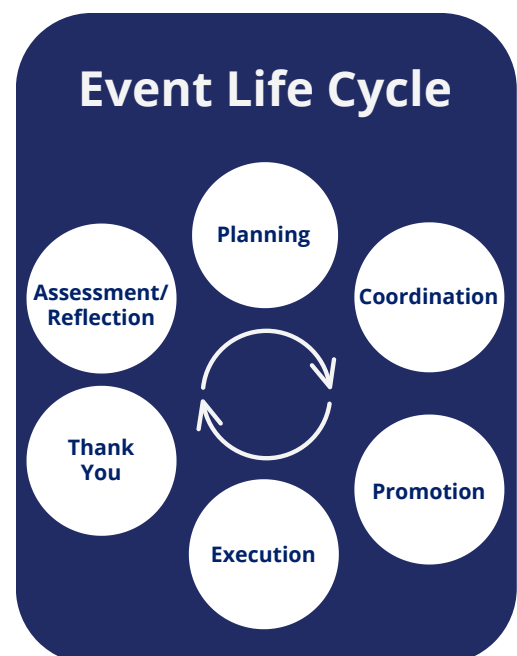
- The event is expected to attract significant attention and/or publicity
- Expected attendance is **200 or more people**
- Similar events at other institutions or venues drew heightened attention
- The event is hosting a rally, demonstration, ideological demonstration, and/or march
- Subject matter is likely to:
 - Attract organized demonstration or heightened opposition in viewpoints
 - Include sensitive topics surrounding various identities, beliefs, and/or ideologies
 - Have potential to attract demonstrations/counterprotests from the Emory or metro Atlanta community
 - Likely (or intended) to garner significant media attention
- High-profile events also include events that require high security measures, involving entities such as:
 - Emory Police Department (EPD) and/or external security presence
 - Involvement of U.S. Secret Service or other national, state, local, or foreign security agencies
 - Speakers or guests who travel with personal or private security details

If you are unsure if your event meets these qualifications, please email silt@emory.edu and we will be happy to advise you.

SILT is equipped with resources to support your organization through the ***full event life cycle***. This includes but is not limited to helping organizations ideate, develop strategy, plan efficiently, and connect to helpful resources.

All student groups hosting high-profile events are required to meet with the **Associate Director for Student Engagement and Programming** before the event will be approved.

Schedule an appointment using [this link](#).



PLANNING

3-5 months to go

Planning includes setting the vision, needs, and budget for the event. Great events start with the end goal in mind.

WHO

...is the event for?

Identify your target audience:

- Who will the event interest?
- Who is the event for?
- Are they students? Faculty? Staff? Community members?
- What is the estimated number of attendees?
- What needs may they have?

...is here to help?

Campus partners are here to offer their expertise and help design your event.

- Your advisor should be your first resource to talk through your ideas and see plans through.
- Student Involvement, Leadership, and Transitions
- Campus Safety and Public Support
- Open Expression Observers

WHAT is the main idea for the event and what *could* take place? Will alcohol be served at the event? It is important you know what you intend to happen and are prepared for what you may not expect.

WHEN is the best time for your event to take place? Consider time, duration, day of the week, and date.

WHERE is the best place for your event?

What do you need out of a space?

- Anticipated weather conditions > Alternate Venue (especially if conducted outdoors)
- Proximity of the High-Profile Event to other activities or locations that may interfere, obstruct or lessen the effectiveness of the security measures being implemented

WHY is this event important?

HOW will you design your event to meet your goals?

- What resources are necessary?
- Will the event be in-person, virtual, hybrid, on- or off-campus, etc.?
- Will there be refreshments, catering, alcohol, etc.?

Campus Safety and Public Support:

Contact Emory Police Department at police@emory.edu. The police department will conduct a security assessment to determine needs. EPD will make security recommendations, in professional judgment, and will address security threats. The goals of EPD's security recommendations will be to:

- Minimize risks to the health and safety of the event participants and attendees
- Minimize risks to the campus and surrounding community
- Maximize the ability of the organization or department to successfully hold the event
- Protect the exercise of rights of free expression by the organizers, participants, attendees, and community

Recommended security measures may include, but are not limited to adjusting the venue, date and/or time of the event; providing additional law enforcement; imposing controls or security checkpoints; and creating buffer zones around the venue.

Please note: Elected officials will require Emory Police to be present.

Dissent and/or demonstrations:

As a community of scholars, Emory University is committed to an environment where open expression of ideas is valued, promoted, and encouraged. To read more about Emory's Respect for Open Expression, visit [this website](#).

Upon request, Emory can provide faculty or staff Open Expression Observers who will support your event by doing the following:

- Protect the rights of the community members to express their opinions in non-disruptive ways.
- Serve as resources to community members regarding the policy and policy violations.
- Act as liaisons between community members and Emory Police and/or university administrators.
- Protect the right of community members to pursue their day-to-day activities.
- Provide information on how to avoid violating the policy.

Request an Open Expression Observer at openexpression.emory.edu.

EVENT COORDINATION

Now that the vision has been set in the planning phase, it is time to make vision reality.

Event coordination concerns all components needed for the event to run *smoothly*. During this phase, vendors are identified, details are organized, and logistics are in order.

Obtain a Contract

Groups bringing any speaker, performer, or vendor to campus must have a contractual agreement.

Contracts must have an authorized signature on behalf of the university. To begin the contract process, submit your event information to the form on the [Hub](#).

Contract Provided: If a speaker/entertainer/vendor provides a contract to you, submit via The Hub in order to obtain an authorized signature from a university official.

Contract Needed: If a speaker/entertainer/vendor does not have a contract or prefers to use Emory's generic contract SILT can provide this on request.

Select a Location for the Event

Some event needs may require a contract. A contract is a legal agreement between parties. Contracts may include requirements that should be honored in full when booking a location, unless such items have been crossed out in the negotiation and signature process.

Considerations

- Amplified Sound: Will you need amplified sound to ensure all of your attendees can hear? (For example, if you use Harland Cinema, please be sure to reserve a microphone.)
- Lighting: Specify your requests with the audio/visual (A/V) team in order to achieve the optimal lighting. For example, adding colorful lights in order to match the theme or having a spotlight.

Additional rooms:

- Do you anticipate needing an overflow space, featuring a live-broadcast? If yes,
 - how will this be managed by your organization?
 - who is permitted to enter?
 - you will need to reserve a room with A/V capabilities.
- Do you need an additional space to serve as a green room (private room for preparation) for your speakers and/or planning team?
- Atmosphere: Do you want a physical barrier (for example, a stage) between the speaker and your audience, or would you prefer a more intimate environment, such as a campus life pavilion?

Once you identify what your space needs are, reserve a location for your event to suit your needs.

- Go to 25Live to reserve the following space:
 - Alumni Memorial University Center Meeting Rooms (AMUC 223, 225, 235, 419)
 - Asbury Circle (Traffic Circle on 25Live)
 - Campus Life Pavilion
 - Cox Bridge
 - Emory Student Center and ESC Plaza (located between AMUC and ESC)
 - Glenn Chapel
 - Harland Cinema (located in AMUC)
 - Lullwater Preserve
 - McDonough Field
 - McDonough Plaza (located between ESC and McDonough Field)
 - Tull Plaza
 - Quad
- For questions about reserving these spaces, contact Janelle Goodwin-Farley, at janelle.goodwin@emory.edu, 404-727-5354.
- For space within many of the academic buildings on campus, contact Brian Falgout at bfgou@emory.edu, 404-727-4342.
- Other spaces on campus are managed by each individual facility.

PROMOTE YOUR EVENT

All student organization events must be registered on the Hub no later than 30 days in advance of the event. This is completed via the event registration form. To register your event, follow these steps:

1. Log into The Hub.
2. Go to your organizations portal and enter into the organization's tool management by clicking on the gear that appears when hovering over the circle with your organization's logo on the lefthand side.
3. Click on events.
4. Click on create a new event and fill out the form in depth. You will need to select that your event is "High Profile."

The event must be registered on the Hub before space reservations in 25Live will be approved. Ensure your event and space reservation are approved before moving forward with publicly advertising the event.

PLANNING

1 month to go

Determine who will be invited to attend

- Will you require an Emory ID for entry? Is the event explicitly for students? Will it be open to the public?
- If an event is open to the public, will you have a maximum number of participants? Do you need to set up an e-invite to provide tickets if you are only reserving a specific amount for an outside audience?
- **All student organizations that receive SAF funding are required to track attendance through the Hub.** Have you considered methods to record attendance?
 - For Emory community members – Card swipe or Corq app with The Hub event page.
 - For attendees outside the Emory community - It is recommended to record first and last names and email addresses.

Layout and format of the event

- Be aware of the room/space capacity for the event.
- Where will you station a check-in table to greet attendees and capture attendance information?
- What time will doors open to the event?
 - Attendees might begin to line-up for the event early. Have a plan for how you will manage the flow of foot traffic of attendees.
 - Where do you want audience to wait prior to the event?
 - The line should not block hallways or entrances of a building.
 - Identify at which point you will need to access the alternative viewing options (if your organization has planned to provide this option).

Determine crowd management methods

- For virtual events, what time will you open up the virtual room? Will you have content playing while guests are waiting for your program to begin?
- For in-person events, where will you allow attendees to line up ahead of the event? What time will the doors open? Will entrance to the event be first-come/first-served, or will rsvp be required to attend the event? **We highly recommend using the ticketing feature available through the Hub to manage event attendance.**
- Will you reserve spaces for your organization's leadership, membership, or people affiliated with your speaker/entertainer/vendor?
- Is there a specific time when you will no longer allow attendees to join even if the (live or virtual) room is not full?
- How will you keep a running count of audience members?
- How will you communicate with people who wish to attend if the event fills up? What messages will you use?
- Should your event be interrupted by protesters, decide who from the organization will explain protestors' rights and responsibilities during the event and help maintain order.
- For virtual events, determine which features of the platform you will enable or disable.

EXECUTION

Roles for the program

Be sure each volunteer assisting with the program understands respective duties/roles before, during, and after the event.

If you requested an Open Expression Observer (OEO), please be sure an assigned member from the student organization serves as a point of contact for the OEO. Go over the schedule of the event with the OEO.

Reserved Seating

- Consider reserving spaces for student organization members to sit for the program.
- If you have VIP guests in attendance, please consider reserving the appropriate space for these individuals at the program.

Management of the program

- Decide how you will manage the audience during the event.
 - What will be the schedule for the evening with specific times?
 - Will there be a welcome, and if so, who will do this?
 - Will there be an introduction, and if so, who will do this?
 - Will there be an emcee or moderator, and if so, who will do this?
- Please be sure the moderator understands their role and the student organization's role during the event. This is especially important should the program have protestors/dissenters.
- If you are having a Q&A session, how will this be managed?
- Will you collect questions ahead of time and have them read by a student leader?
- If questions are asked by the audience what is the format?
- Is the microphone passed around by a student organization member?
- Is the microphone free standing and attendees will line up? Consider having a member from the student organization moderating the microphone.
- Be sure the moderator or emcee is able to communicate to attendees should one absorb extra time on the microphone or ask follow-up questions.
- Will questions be submitted online?
- Be sure to decide the platform and make it accessible.

Protest or Dissent During the Event

If you experience protest or dissent during the event, first, recall that members of the Emory community are welcome to protest and dissent on campus per the Open Expression policy. However, no one is permitted to interrupt the flow of a program, for example by using physical presence or sound.

The Open Expression Policy does set forth conduct that is prohibited, which includes when community members, in the course of their actions:

- Unreasonably infringe on the rights of other Community members to engage in open expression, Protest, and Dissent.
- Cause substantial disruption to a Meeting or Event that impedes the rights of attendees of that Meeting or Event, including excessive noise, continually interrupting a speaker, or preventing an audience from seeing/engaging with a speaker during a Meeting or Event.
- Create undue hardship that substantially impedes a community member's right to open expression, such as unreasonable space reservation or usage policies.

It is an expectation for the student organization hosting the event to express expectations of the program. If there are Open Expression Observers present for the event, their role is to not moderate the program, but only engage with protestors/dissenters to understand rights and responsibilities in accordance to the Open Expression Policy.

Be sure to understand the different ways a demonstration or dissent may occur and meet with staff members in the Office for the Respect of Open Expression prior to your event to plan accordingly.

Forms of protest you might see:

- Audience members walking out or logging-off at the start of the event: permitted but discouraged if disruptive.
- Audience members standing up with signs in the room or on-camera, using virtual backgrounds with dissenting messages, or posting dissenting comments on a chat: this is permitted as long as audience members can see and hear the speaker. If the signs are blocking anyone's ability to see the speaker you can suggest people holding signs move to the back of the room.
- Community members holding signs outside the event space: this is permitted as long as attendees are able to access the room.
- Community members holding a counter-event at the same time: this is permitted as long as your event can continue without interruption.

THANK YOU

You should always close out your event. Someone from your student organization should thank participants for attending your event and share any follow-up instructions. How can attendees connect with your organization in the future? What events or activities are upcoming for your organization?

You might also consider sending thank you notes to campus and community partners to who assisted you in planning/executing your event. The Hub allows student organizations to send out post-event surveys. What feedback could be beneficial to your organization in planning the future?

REFLECTION/ ASSESSMENT

Hold a post-event meeting with key players to discuss the successes of the event and areas for growth or change. Be sure this discussion is documented and accessible should the organization decide to repeat the event in the years to proceed.

Questions? For assistance in the planning process, contact:

Student Involvement, Leadership, & Transitions

ESC, N309

silt@emory.edu

404-727-6169



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