



CAS EVENT PLANNING TIERS

The CAS Events team serves as a one-stop resource for event planning and coordination for on- and off-campus events. Below is a guideline for what to expect when planning your CAS event based on where your event falls within our tiering system. We have identified the key areas where we can best assist you, including the appropriate lead time required for planning each event. Requests should be received within the recommended lead time for consideration. Events submitted outside the recommended lead time are subject to CAS Events team availability, so please plan accordingly. The services outlined are a brief overview of what the CAS Events team offers, but are not limited to this list.

TIER 1

Tier 1 provides guidance toward planning your own event. The CAS Events team will schedule a one-hour consultation meeting to discuss the event and provide steps for the department or institute to plan their own event.

TIER 2

Lead time required for planning: 3 months
Examples: lectures with up to 3 speakers, advisory council meetings

Tier 2 event assistance will include the following from the CAS Events team:

- **EVENT PLANNING:** Guidance through the pre, during, and post event planning stages by handling the logistics and details, such as securing venue and catering (reception style), communicating all event needs required for set up with the venue, overseeing the flow of the event and room layout, managing the set up and clean up, being on-site for issues that may arise, and following through with the post event details (submit invoices to departments/centers/institutes or BFSS).
- **MARKETING ASSETS:** Developing the event content with our Marketing team for the save-the-date and/or invites with or without registration (as needed). Gaining approvals on all marketing materials from required parties, design of flyers (if required), social media assets (if public event), informational landing page (if needed), intro and outro slides, and all directional signage for the event.
- **SPEAKER COORDINATION:** Working directly with the speaker(s) on acquiring their required information for the marketing assets and share the final itinerary for their visit or speaking engagement with USF as well as ensuring receipt of their presentation (slides, etc.).
- **A/V MATERIALS:** Setting up and ensuring presentations are tested and working properly, a staff member will be present at the event as needed for running slides (or managing the presentation clicker).

CAS EVENTS PLANNING TIERS (CONT.)



TIER 3

Lead time required for planning: 3-6 months

Examples: banquets, virtual or hybrid events, lecture plus pre- and post-event receptions

All previous tier event offerings plus the following:

- **EVENT PLANNING:** Providing final meal counts and dietary restrictions to the caterer, identifying any reserved tables and appropriate number of chairs per table on the floor diagram, securing additional vendors like the florist, musician, rentals, management of parking reservations and alcohol request forms, monitoring and gaining approvals for the event budget, assignment and oversight of event volunteers.
- **MARKETING ASSETS:** Developing event promotion strategies, setting up EBA - ticket sales, coordinating additional assets such as program and/or swag items, setting up, monitoring and sharing registration to track attendees as well as distributing registration reports post event, creating directional and day-of-event signage, posting event communication, and sharing photos and/or video from the event.
- **SPEAKER COORDINATION:** Coordinating with 2 or 3 speakers for the event.
- **A/V MATERIALS:** Creation of a master slide deck of all event slides for easy transition during the event.

TIER 4

Lead time required for planning: 6-12+ months

Examples: all one- or multi-day conferences with multiple speakers; upscale events with multiple locations

All previous event offerings plus the following:

- **EVENT PLANNING:** Working with catering on full day menu and/or multiple days, including receptions, managing floor diagrams for each segment of the event (if we need to flip the space based on the event), bringing in additional vendors and coordinating with them for the events, coordinating with multiple vendors outside of USF.
- **MARKETING ASSETS:** Additional day-of-signage for multiple events and/or days, social media posts during the event, name tags for each day, and tracking registration for each day.
- **SPEAKER COORDINATION:** May coordinate with 10 or more speakers for the event and communicate with them all to collect bios, headshots, title of presentation, description of talk as well as request their slides, share the final itinerary that includes other events they may partake in outside of the event.
- **A/V MATERIALS:** Creating a master slide deck each day or segment of the event for easy transition during the event and run the slides during the event.
- **VOLUNTEERS:** The department/institute will be responsible for providing volunteers for one or multi-day conferences.