

PART 1 - EVENTS

1.1 OVERVIEW

The Strategic Engagement Special Events function is the central event planning resource for VCUarts Qatar. It is responsible for creating welcoming and memorable experiences through planning, implementing and executing major institutional events, academic ceremonies, and high profile/VIP visits that support the university's mission, vision and strategic plan. It is also responsible for developing and upholding university and local protocols compliant to VCU, QF, and Qatar's culture, policies, and standards.

IN-PERSON EVENTS, ACTIVITIES, ENGAGEMENT CLASSIFICATION

University events are classified into two main categories.

Public Events - events that are held either on- or off-campus that include external parties (non-VCUarts Qatar Faculty, Staff and Students) as special guests or part of the audience.

All off-campus events with or without a public audience are considered Public Events.

Private Events

These are events that are held on-campus or within Education City and only cater to the university's internal community, i.e. faculty, staff, and students.

Both Public and Private events are further classified into below sub-categories:

Curricular (Academic)

These events refer to activities of academic departments and faculty that are part of classroom instruction or curricular assessments. These events and activities may form part of the student's grades and students' participation and attendance may be assessed as part of their academic course. Lectures, workshops, seminars, presentations are classified as Curricular Events.

Recurring Curricular Events (events and activities that occur 3 or more times within a semester) require a written approval and endorsement from the Associate Dean of Academic Affairs, copy of which needs to be attached to the Event Booking Tool request.

The department administrators are the primary event coordinators for these types of events, and the Special Events office serves as a resource for venue, vendors and other event-related information.

Administrative

These activities pertain mainly to administrative meetings, for students and/or faculty & staff and are not necessarily classified as events. These activities however are included in the university calendar for the purposes of space/room allocation and scheduling.

These may include all faculty & staff meetings, student orientations, Joint Advisory Board (JAB) Meetings, committee meetings, and other administrative activities.

The department administrators are the primary event coordinators for these types of events and the Special Events office serves as a resource for venue, vendors and other event-related information.

Co-curricular

These events pertain to internal and external activities that are not curricular in nature, where a student's participation does not in any way affect his/her classroom performance and in no manner form part of his/her grade.

Co-curricular Events may be categorized into the following four categories:

Co-Curricular Tier 1 – Institutional & University Signature Events

These are university-wide signature events whose target audience encompasses many cross sections of the university community and external audiences. The Dean and/or the leadership team are in attendance and may be major participants of the event.

The Special Events office, through the Event Manager, is charged with the planning, management and execution of Institutional & University Signature Events.

The Event Manager serves as event/project manager on these events and is responsible for strategic planning, logistical coordination, and VIP management. This includes budget planning and management, venue and vendor selection, VIP invitations and protocol, event production, program and run of show. These elements are however executed in collaboration with other university departments or are part of a committee effort on a case-by-case basis where a committee may be created to lead an institutional event.

These events are funded independently through specifically allocated budgets, each with its own budget number and managed by the Special Events office or the organizing department/ committee. Additional funding support may be requested from the Dean through appropriate channels and the Dean's Office may fund the event in part or in full.

Tier 1 events and activities include but are not limited to below:

- Commencement Ceremony
- Commencement VIP Dinner
- Commencement Fair
- Annual Fashion Show(case)
- Biennial TASMEEM Design Conference
- Biennial Islamic Arts Symposium
- Qatar Week in VCU Richmond, Virginia
- BFA/MFA Exhibition Opening Reception & VIP Tour
- Gallery Opening Receptions
- Annual Partnership Gala Dinner

- Annual Alumni Homecoming
- Annual AEB Award Reception
- Annual Faculty, Staff, and Family Social Events & Activities
- All special events with VVIP, VIP, VIP guest attendance
(Please refer to the [VIP Guest Management Protocol](#) also available on the Intranet)

Co-Curricular Tier 2 – Community Event Partnerships & Community-Sponsored Events

These events are not fully owned by VCUArts Qatar, but co-owned and co-sponsored by university partners, collaborators, and/or donors. The Dean and university leadership team are in attendance and/or major participants in these events. On some occasions, guests from the VCU home campus are also in attendance at these events.

These events can either be partially or fully funded by the university event organizer and/or its partner/sponsor. Event elements that are funded by the partner/sponsor shall be directly billed from the vendor to the partner/sponsor.

Tier 2 events and activities include but are not limited to below:

- QF Convocation
- Community Sponsored Fashion Shows
- Community Sponsored Lectures
- Other Collaboration & Partnership Events both on- and off-campus

The Event Manager serves as the university focal point and is responsible for the coordination with the external stakeholders and overall project management for and on behalf of the university.

Co-Curricular Tier 3 – Dean’s Events & Activities

These events are initiated by the Dean and all elements of the event are defined and directed by the Dean’s Office. The Event Manager serves as overall project manager of these events and supported by the Dean’s Office administrators in terms of guests’ travel logistics and administration.

Tier 3 events and activities include but are not limited to below:

- President Receptions & Dinners
- Dean’s Receptions & Dinners
- Joint Advisory Board (JAB) Dinners, Receptions & Social Activities (Campus, Education City, museum, and other cultural tours and activities)
- VCUArts Dean, and other VCU and VCUArts leadership Dinners, Receptions, and Social Activities (campus tours, cultural tours, etc.)

Co-Curricular Tier 4 - Department Events

These are department events that are smaller in scope with focus on a targeted set of audiences either internal or external. These events are planned, managed, and executed by the department organizers. The department organizer may consult with the Event Manager on matters related to venue, catering, production, and vendor selection.

Tier 4 events and activities include but are not limited to below:

- Hayakom

- New Students Orientation
- Dean's List Luncheons
- Karak Hours and other student oriented recurring activities
- Department Guest Lectures
- Other department-led private events

1.2 EVENT GUIDELINES AND PROCEDURES

Introduction & Purpose

The purpose of this document is to ensure that university events are compliant with the university's and Qatar Foundation's guidelines and policies, and governmental laws and regulations. This document also serves as a guide for effective management of risks associated with events and event planning.

This document also sets out the procedures to ensure equitable booking of university spaces for non-teaching activities and to ensure all logistical support services are provided in an efficient and timely manner.

These procedures indicated in this document apply to the booking and use of university event spaces such as the Atrium, Saffron Hall, Orange Hall, and the Courtyard. They do not universally apply to all classrooms, all meeting rooms, the Gallery and exhibitions/project spaces, which may be booked on a case-by-case basis.

Listed below are the maximum capacity of each event space. These capacities include all participants, guests, audience, internal and external support personnel, vendors, technical and production crew. The maximum limit is based on theater style setup and would change on a case-by-case basis depending on the venue setup.

Atrium (ground and raised sections), 326
 Atrium (ground section only), 266
 Saffron Hall, 200
 Orange Hall, 142
 Courtyard, 384
 Main Gallery, 66
 Gallery Reception Space, 48
 Gallery Extension (Room 156), 10

APPLICATION

This Event Guidelines & Procedures document applies to the following:

- *All university faculty and staff members
- *All events held at all indicated event venues within the university
- *All events held off-campus and hosted by university, its directorates and departments either in its entirety or in collaboration with third parties.

TIMELINE AND GENERAL REMINDERS

Timeline

Events do not only presuppose space availability, they also warrant various levels of personnel resource support from various departments including but not limited to Special Events, Facilities & Safety, Technology, Communications, and Procurement. Events may also require additional support from third party suppliers and service/support providers including but not limited to: the Qatar Foundation, VCU and VCUarts Home Campus, government ministries, and third party vendors.

To ensure that the event is properly supported, **events may be booked up to six (6) months in advance and within a minimum of five (5) working days leading to the event depending on event execution requirements.** Event bookings made less than five (5) working days prior to the event will no longer be bookable through the Event Booking Tool without prior clearance from the Event Manager. Only the Event Manager has access to enter these requests once the necessary personnel resources are confirmed by the relevant departments, suppliers, and third-party service providers. **No direct requests/coordination will be accommodated by the same departments outside of the Event Booking Tool or without appropriate endorsement from the Special Events office.**

Timelines are also provided for each of the event elements requested. Please use this timeline as a guide in event planning to ensure appropriate support is received from the relevant support departments.

General Reminders

Advance blanket event booking and space requests for recurring events that span through the entire semester cannot be approved. Consultation with the Event Manager is required prior to submission of “recurring events” request to discuss acceptable periods of recurrence.

For maximum audience engagement, all events must be booked on the Event Booking Tool including virtual and/or off-campus events so it can be reflected in our Community Event Calendar.

HOW TO BOOK AN EVENT

The following aspects of the event are requested via the Event Booking Tool. Follow up information may be discussed and coordinated via email, meetings and other communications once the request is approved.

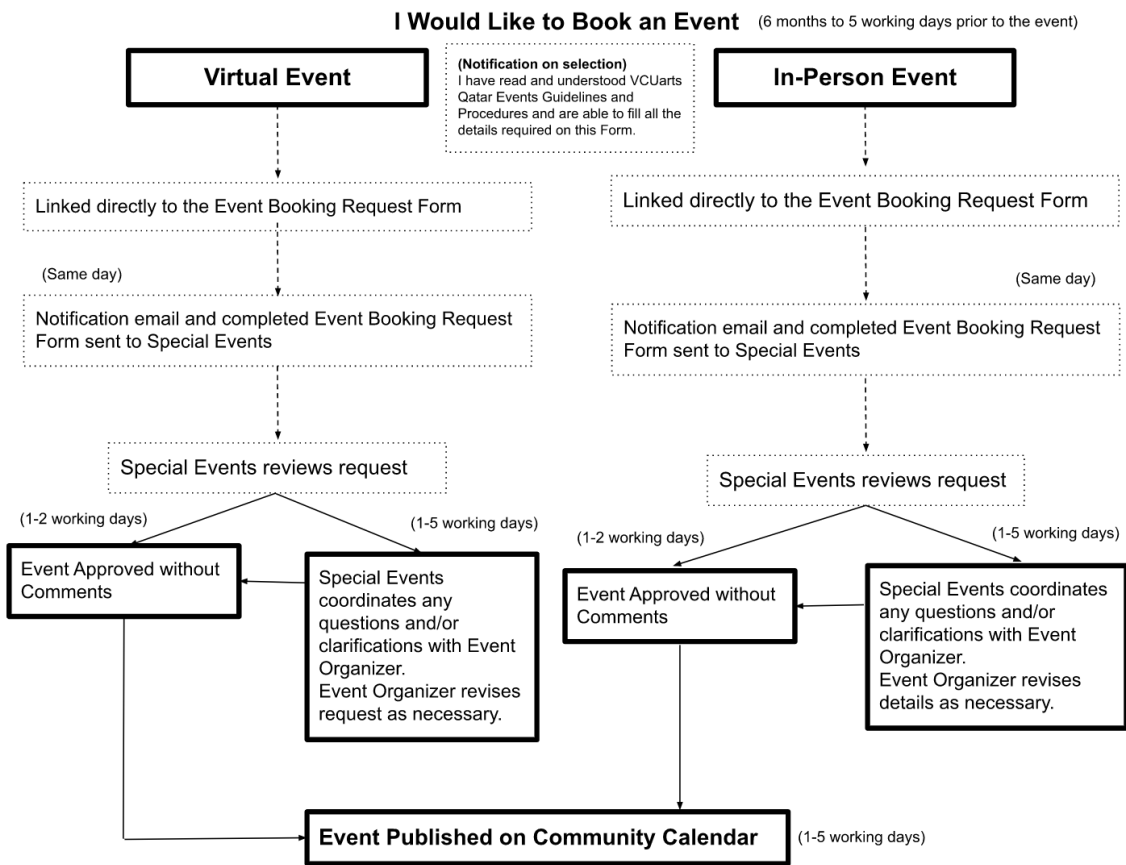
The Event Organizer is expected to have read and understood the following documents prior to booking an event on the Event Booking Tool.

1. VCUArts Qatar Event Guidelines and Procedure

Event Booking Tool Landing Page

All events that have some level of physical component in any shape and form are considered in-person; these include all hybrid and live-streamed events. Virtual events are

events that are 100% virtual without any live component occurring in any of our event spaces.



Landing Page:

[Event Booking Tool](#)

[Community Calendar](#)

REQUESTING FOR EVENT SUPPORT SERVICES

Safety & Security

Registration, Monitoring, and Crowd Control

External guests pre-registration/RSVP (non-VCUQ faculty, staff, and students) for university public events are treated on a case-to-case basis. Event Organizers are encouraged to use online platforms such as Eventbrite for convenience, efficiency, and accurate reporting.

It is the Event Organizer's responsibility that all university building access, venue capacity limits, and crowd control management are adhered to, and accurate attendance records are maintained for all Public events.

Private Events

Registration is not required for on-campus Private Events. Entries to the venue are on a first-come-first-served basis up to the venue's maximum capacity. It is the Event Organizer's responsibility to ensure that the venue capacity is observed, all participants and support personnel adhere to the university's health and safety guidelines, and necessary manpower is arranged to handle crowd control.

Public Events (minimum 3-4 weeks notice prior to the event)

Registration and/or RSVP is encouraged for both on-campus and off-campus Public Events. **The Event organizer is responsible for handling guest pre-registration/RSVP and attendance reporting.** This includes all guests, audience, internal and external support personnel and service providers.

It is the Event Organizer's responsibility to ensure that the venue capacity is observed, all participants and support personnel adhere to the university's building access and health & safety guidelines, and necessary manpower is arranged to handle crowd control.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Security, Traffic, and Parking (minimum 7-10 working days prior to the event)

On-campus events/activities that are open to the public and the media may require an additional level of security protocols particularly those with invited VIP guests that generate large audiences.

The Facilities and Safety Department will coordinate with the QF Security Office any specific requirements of the VIP guest such as specific security concerns and whether their own security personnel will accompany them on campus or the event venue.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Events and Engagement

VIP Guest Management (6 months - minimum 15 working days prior to the event)

Formal event “Save the Date” letters, invitation letters, printed invitations to VIP guests are issued by the Dean’s Office. The Event Organizer is responsible for coordinating this request with the Dean’s Office. The Event Organizer is also requested to share the event’s guest list with the Dean’s Office and Strategic Engagement Department for review and to determine the level of support that is required for the event. With the submission of the Event Booking request and/or submission of the VIP Guest Information Form, the Strategic Engagement and Facilities & Safety departments are made aware of the upcoming attendance of a VIP guest(s) during the event and are provided with the necessary information pertaining to the VIP attendance.

For invitations to the members of the Royal Family where at least three to six months lead time is necessary for the invitation to be considered and responded to, a Save the Date letter signed by the Dean should be sent beforehand at least three months prior to the delivery of actual invitation.

For Co-Curricular Tier 1 events (Institutional & University Signature Events), the Strategic Engagement Department is responsible for VIP guest management including distribution of printed invitations, RSVP follow up and confirmation and coordination with the offices of expected guests to prepare for their arrival.

The Event Manager will coordinate with QF Education City Protocol Office in case part of the visit will include a visit to the QF Headquarters. All tour programming within QF Education City shall also be coordinated by the Strategic Engagement department.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the periods stated above.

Catering and Other Third-Party Event Elements (minimum 15 - 20 working days prior to the event)

In addition to the actual event, mobilization and demobilization schedules of catering equipment and furniture, photo booth, event set up and decorations, must also be booked on the Event Booking Tool. It is important to note that the Facilities support personnel are only available between 7:30am - 3:30pm from Saturday - Thursday.

It is the Event Organizer’s responsibility to ensure that the procurement process is completed and the LPO is issued to the vendor prior to the event.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Facilities & Building Services

Event Floor Plan & Audience Capacity (minimum 5 - 10 working days prior to the event)

Two or more events may be booked in the same space on the same day provided that there are 4-5 hours minimum turn-around time between events depending on the required setup of both events, to allow ample time for our Facilities team to complete the necessary cleaning, disinfection, and change of setup. It is also important to consider that the Facilities support personnel are only available between 7:30am - 3:30pm from Saturday - Thursday.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Permit to Work (minimum 10 working days prior to the event)

In cases where a third party contractor's services are engaged for venue set up, It is the responsibility of the Event Organizer to secure the Permit to Work documents from the university and/or QF, for all their suppliers and service providers. The Event Organizer may consult directly with the Building Manager to secure the Permit to Work prior to submitting the Event Booking Tool request.

Technology

Virtual Events (minimum 5 working days prior to the event)

The Technology Services Department is able to provide expert advice pertaining to Virtual Event platform, streaming, and registration. The Event Organizer may consult directly with the Technology Services Department to identify needs and best possible technology solutions prior to submitting the Event Booking Tool request.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

In-Person Events (minimum 5 working days prior to the event)

Audio-visual technology equipment and manpower support requests shall be coursed through the Event Booking Tool. However, the Event Organizer may consult directly with the Audio Visual Manager for any additional special requirements that are not addressed on the Tool.

In the event that services from a third party technology provider is engaged by the Event Organizer, it is the Event Organizer's responsibility to ensure that there is proper coordination between the Technology Services and Facilities Department and the service provider, and the necessary Permit to Work is completed prior to the event.

Communications & Public Relations

Invitations (minimum 20 working days prior to the event)

All invitation design, format and wording must be approved by the Executive Director of Strategic Communications and reviewed by the Director of Strategic Engagement before being released. Sufficient time must be provided for the delivery and RSVP of printed invitations (if relevant).

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Publicity and Promotion (minimum 15 working days prior to the event)

To ensure that all university events and VIP Visits are leveraged to their full potential, both the Director of Strategic Engagement and Executive Director of Strategic Communications should be kept informed of the plans and arrangements as they unfold.

Depending on the nature of the event, the Communications Department may cover the attendance of the VIP for both traditional and social media. It is the Event Organizer's responsibility to provide the Communications Department a brief, timeline, and relevant quotes for the press release (print or social media). A link to the Communications' Creative Brief is available on the Event Booking Tool where the Event Organizer can provide further details and direction on the messaging, audiences, and other deliverables required to support the event from the design and public relations perspective.

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.

Photography & Videography (minimum 5 - 10 working days prior to the event)

Photography and Videography is under the purview of the Communications Department, any request for coverage either for social media, press release or marketing materials shall be coursed to the Communications department via completion of the specific section on the Event Booking Tool.

For Events that are covered by the media, the Event Organizer is required to complete the QF Photography and Filming Permission Form, the Form is available [Here \(link\)](#).

The Event Organizer is expected to take this time frame into consideration and submit the Event Booking Tool request within the period stated above.