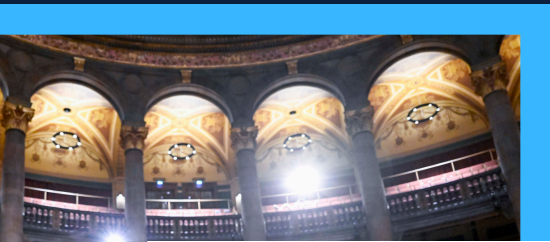




THE UNIVERSITY
of EDINBURGH

Events and Protocol Toolkit



Overview

Who is this for?

This guide is for University of Edinburgh staff who are planning an event which is not supported by the E&P Team. It provides guidance on event planning, lets you know when you should involve the E&P Team, and helps with some useful quick links (see end).

What do we do?

The E&P Team manages high-profile and special events, and provide guidance on protocol. Our remit includes Royal, ceremonial, and key public facing events. We support the Principal's Office with prominent, public, or ceremonial University events like the annual Remembrance Sunday Service, Principal's Welcome Ceremony, Christmas Carol Service, and philanthropy-adjacent events. We are also the contact for events where the Chancellor is in attendance, or when other members of the Royal Family visit the University.

The team also manage a number of recurring lectures, and work closely with Stakeholder Relations when events play host to prominent political or public figures. The team can arrange for special flags to be flown at Old College, and supports memorial services for staff deaths or legacy pledgers.

While the E&P Team can provide support for certain events, there are also resources available to all staff which can help in the planning process. This document provides a quick overview of most of these, and how to access them.

When should you contact E&P?

It is important to get in touch should any of the following requirements be met:

- Your event will play host to a **head of state, high-profile individual, or a member of any Royal Family** where strict protocol needs to be adhered to
- You would like **the Principal to host your event**, or the event is **ceremonial** in nature and not organised by another team in the University (e.g. Graduations)
- You would like to put in a bid for the attendance of **HRH The Princess Royal**, the University Chancellor, to attend an event (e.g. opening of a new building, or hosting a dinner on a specified theme)
- You expect that your event might be **controversial in nature**, might require the **involvement of Police Scotland**, or may result in **increased media focus** because of its nature.

Planning Your Event

Event Lifecycle

The Event Lifecycle consists of four stages: **Concept, Organise, Perform, Evaluate (COPE)**.

Concept: What are your key goals? Who are your attendees? What do you hope your attendees get out of the event? What do you hope to get out of the event? What is your budget? Review your findings from the previous Event Lifecycle, and use this to shape your next event.

Organise: Know your budget. Think about the structure of your event. Venue, guest list, catering, content, agenda, timings, AV, marketing, transport, travel. Think about flexibility and don't be afraid to change something if you think it might not work well.

Perform: Your event is here! To make sure your event goes smoothly, make a detailed schedule for your team, outline everyone's role and responsibility. This schedule should include all logistical information, timings, locations and tasks. Plan a walk through pre-event so everyone has the same level of understanding.

Evaluate: Review your event. Get feedback from attendees and colleagues who worked on the event. Look over what went well and what could have gone better. Could something be changed to make your next event even better? What came out of your event relating to your key goals e.g. further relationship opportunities, donations etc. Write up your findings and share results to change the way you plan and run events.

Deep Dive Event Planning Guide

The Business School has developed a comprehensive [Conference and Events Toolkit](#), consider having a look before embarking on your planning journey.

Chancellor's Bids

The current Chancellor of the University of Edinburgh is HRH The Princess Royal.

Requests to the Chancellor's Office for her to attend an event are known as Chancellor's Bids and require careful consideration and advance planning. These events may include new building openings or receptions, must be flexible, and as a rule must be incorporated into our planning at least 12 months in advance.

Please get in touch as soon as possible to discuss your Chancellor's Bid for us to advise the best way forward.

Political Engagement and Protocol

If you would like to invite a senior politician to your event - Secretaries of State, Cabinet Secretaries and Ministers, including the shadow cabinet, in Westminster or Holyrood - please contact Stakeholder Relations [via email](#). Please also contact Stakeholder Relations if you are approached by a senior politician's office to arrange a visit.

Resources

Venue Bookings

University venues, including meeting rooms and event spaces are either centrally or locally allocated. The first step towards booking a room is checking how it is allocated [here](#).

Centrally-allocated spaces can be booked through Timetabling via Booker found on MyEd (**My Ed > Staff Resources > Campus Facilities > Room Booking**). Bookings are on a request basis and will be approved by the Timetabling Team. You will receive a confirmation email once the booking has been confirmed. You can also cancel your booking in 'My Bookings' in Resource Booker.

Locally-allocated space can be booked through the [named contact for the specific department/school](#). Please email the contact directly to request the space you wish to book.

To book the Playfair Library Hall contact Old College Reception: OC.RoomBooking@ed.ac.uk, and to book a room in the Edinburgh Futures Institute, contact the EFI Events Team: EFI.Events@ed.ac.uk.

Further information on [how to book Centrally and Locally Managed rooms](#).

Catering

The University Hospitality & Events Collection can provide [delivered hospitality](#). There are two options to choose from; a 'served' option for small lunches/dinners, drinks receptions, breakfast and special occasions, or their 'drop & go' option.

You can order delivered hospitality via MyEd > Staff Resources > Campus Facilities > [Delivered Hospitality](#).

For formal dining occasions, please contact Hospitality & Events Collection directly via [email](#).

'Drop & go' numbers are capped at 75. 'Served' booking numbers are capped at 100. If your event exceeds these numbers please contact events@ed.ac.uk.

Transport

When travelling for University business, please adhere to the following policies:

- [Sustainable Travel Policy](#)
- [Expenses Policy](#)

To book trains, flights, boats and accommodation, use the University's Travel Management Company [Diversity Travel](#). For further information on how to book [click here](#).

The University has a contracted taxi provider: Central Radio Taxis Edinburgh. Please check within your school/department as they will be able to provide booking details.

Accommodation

The University Hospitality & Events Collection includes a number of venues which offer accommodation and can be booked for VIPs at a discounted internal rate. Contact reservations@ed.ac.uk to advise.

Audio-Visual Services

It's important to ensure you have the appropriate Audio-Visual needs for your event. In centrally managed spaces, the [Learning Spaces Technology](#) team may be able to assist. For other spaces, you may be required to bring in an external AV company - see **Suggested Suppliers** section below.

Branding

The University provides a comprehensive overview of the standardised University branding. To download fonts, logos and for general guidance, visit [SharePoint Site](#) (staff login required).

Marketing and Eventbrite

There are plenty of ways to market your event. These include staff and student newsletters, the University website's news section, and social media platforms. As a first port of call, get in touch with your school or department's communications team. Additionally, you may wish to get in touch with the University [Communications & Marketing Teams](#).

The University also has an existing agreement with [Eventbrite](#), allowing for free-to-attend events with unlimited tickets to be added to the platform without fees. Please contact the [IS Helpline](#) for up to date information.

Printing Services

The University has two well-equipped printing facilities with dedicated staff able to assist with the production of a variety of bulk and specialised printing. These are located at Infirmary Street, and the King's Buildings campus. Internal orders are processed through interbilling, and lead times are variable based on the order. [Contact here](#) to request the form required to be submitted along with any print job or access their website [here](#).

Suggested Suppliers

The University has a large base of registered suppliers that can provide additional event resources such as flowers and furniture. Click [this link](#) to view the full list.

To register a new supplier, contact your local finance team. Be aware this can take up to 6 weeks.

Some Useful Quick Links

To book the Playfair Library Hall or
Edinburgh Futures Institute

[Contact Old College Room Bookings](#)

[Contact the EFI events team](#)

To book a centrally allocated
spaces

[Booker resource](#)

To book a locally allocated space

[Check this list to contact the
appropriate person](#)

To book any other space, e.g
McEwan Hall

[Contact Hospitality & Events
Collection](#)

For printing support

[Contact Printing Services](#)

For on-campus event catering

[Contact Hospitality & Events
Collection](#)

To discuss political protocol

[Contact Stakeholder Relations](#)

For AV support

[Contact Learning Spaces &
Technology](#)



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