

THREE-TIERED EVENTS SYSTEM SUMMARY

PURPOSE:

The purpose of this resource is to identify the planning services offered by the Events Team and other CCE areas to plan events for the CAS departments and institutes. A description of the tiered levels, ranging from basic planning to full planning with a general list of services follows. As the complexity of an event increases, the level of CCE support and the event's tier increases. We do customize these services to respond to your specific event needs to create a successful event(s).

TIER ONE: RESOURCES SUPPORT

The CCE team created resources to support departments and institutes planning their own event. In circumstances where the CCE office may not have the capacity to support an event, we hope these tools and resources will be beneficial. Please contact CAS Events at cas-events@usf.edu for this information and for any assistance is using the resources.

TIER TWO: BASIC PLANNING SERVICES

This service level is intended for on campus events and a few off-campus events with basic event planning needs. Virtual events in this tier use the Teams Meeting platform. The CAS-Events team will serve as the communication point between all CCE areas (e.g., marketing, technology) and the department or institute contact. We offer the following support:

- budget monitoring
- primarily on-campus vendor management (includes AV, food and beverage, transportation and parking, security)
- CCE Team coordination
- logistics coordination within optimal timeframes for event success
- utilizing existing USF vendors except for a few outside vendors
- up to two (2) client meetings

Additional event support through other CCE areas may consist of the following:

- CAS-Marketing will provide basic design and promotional services such as an invitation electronically sent using iModule and/or a digital or printed Flyer.
- CAS-Technology can assist by shortening event links or webpage links for easier web navigation.
- Administration support varies with the type of CAS unit submitting the event request.

TIER THREE: PARTIAL PLANNING SERVICES

Tier Three includes all Tier Two support plus additional planning services. This tier is intended for annual and single-day events. Virtual events will be produced in house by the Events Team using either Microsoft Teams Meeting or Teams Live Event Platform. Teams Live Events may include up to five speakers with only one person on the screen at a time. The number of attendees and desired level of audience participation will determine which platform is suitable for the virtual event. The event will be delivered with live content produced by CAS Events Team. Tier Three is an expansion of the services provided within each topic of Tier Two plus additional categories of service outlined below:

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- serve as liaison with other USF personnel
- use existing USF vendor or few select outside vendors
- event design: propose a design concept for in person or virtual events
- design elements to enhance the space or virtual experience that draws from CAS-Events existing inventory
- attendee registration
- volunteer management
- event day management and coordination
- up to 3 client meetings
- emergency response planning guidelines for situations that may require medical attention, evacuations, or lockdown procedures.

Further extended support through CCE teams may involve the following:

- CAS-Marketing provides the items in Tier Two plus, additional design and promotional services such as social media images, event programs, etc.
- CAS-Technology will provide the items in Tier Two with the addition of event landing page creation services. Here is an example from the DSLS Induction Ceremony: <https://www.usf.edu/arts-sciences/about/deans-office/dean-student-leadership-society/dsls-induction.aspx>
- Administration support varies with the type of CAS unit submitting the event request.

TIER FOUR: FULL PLANNING SERVICES

This level offers full planning services intended for large, upscale, multi-function or multi-day events. It includes all the Tier Two and Tier Three services plus more. Virtual events at this service level can be produced by the CAS-Events team or a professional production company on TEAMS Live Events. Hybrid events with both in-person and virtual components are also included in this tier. The additional services available in this tier are listed below:

- Research of new vendors, adding new vendors to USF systems and monitoring contracts: will require additional planning time of 90 days to approve a new vendor in the USF system
- coordination with a larger number of a vendors
- mock-up presentations of concept design options
- Includes 5 or more planning meetings

Tier Four offers a comprehensive list of services and coordinated efforts by the entire CAS-CCE team.

- CAS-Marketing offers full design and promotional services outlined in Tier Two and Tier Three plus more.
- CAS-Technology offers all services from Tier Two and Tier Three plus additional customized support as needed for the event.
- Administration support varies with the type of CAS unit submitting the event request.