



Events Team 2017/18



What is UASUevents?

UASUevents is the organization associated with the Students' Union's Programming & Venues Department that is responsible for the development, planning, and execution of all major student events. UASUevents is designed to organize events that provide an opportunity for all students to get involved with campus life. In recent years, UASUevents has struggled with lower than usual registration and attendance at events. There is a capacity for staff and students to work together to put on larger, more successful events.

The Events Team

The Events Team has taken many forms over the years, but it's purpose has remained the same: Promote and host the biggest, most successful events on campus.

This year, the team will be composed of 20 events facilitators, as well as 2 media directors, who will help promote and execute overall aspects of Student Events for the year. While the facilitators will have their own tasks to complete outside of the team, as a whole the team will provide input and organize all of the major student events. All team members will consistently meet and engage with staff to provide feedback and insight to future events.

NEW EVENT!

One of the primary tasks of the Events Team is to create and develop a new SU Event for students to take place in Winter Semester 2018. The team planned event will serve as an opportunity for you to invent, design, plan, organize, and execute an event of your choice. This event should target the entire student body, and should be treated as any other major event hosted by UASUevents (Campus Cup, AntiFreeze, SUCPK).

Event Facilitators will be expected to:

- 1) Generate and integrate creative ideas that translate into positive experiences for stakeholders
- 2) Apply event management strategies and industry processes required to properly execute a major event
- 3) Develop a dynamic, integrated, wide-reaching marketing communication strategy specific to the event
- 4) Draft a budget proposal for the event
- 5) Meet regularly with staff to discuss problems, questions, and possible complications, as well as to ensure the event is in alignment with Students' Union best practices.
- 6) Create a reverse timeline outlining all necessary procedures and preparations for the event.



Media Directors

Media directors are responsible for capturing the spirit of UA-SUevents and bringing them to life on camera. You will work with staff to create promotional content for student events, as well as shooting and editing photo and video content for major events. Media directors will also be responsible for the development of a highlight video of all major events throughout the year. Media directors should be driven, creative, passionate individuals looking to further develop, or to broaden their camera and editing skills.

Events Facilitators

Event Facilitators serve as the senior level volunteers with UA-SUevents. You will work closely with experienced event planners and managers to ensure you have the necessary skills to host successful events on campus. Facilitators will be a primary voice in Student Events, and will be responsible for outreach, marketing, and execution of all major UASU events. Events Facilitators should be driven, engaged, and interested in all aspects of event management. Events Facilitators will meet over the summer and throughout the school year to bring all of campus an amazing lineup of events for the 2017/18 academic year.

Specific Breakdown - Events Facilitators

Attend Monthly Meetings: ~2 hours (22 Hours total)

Week of Welcome: (~15 hours)

Promote events for the year
Generate hype and excitement for student life and events.

AntiFreeze: (~30 hours)

Run a marketing campaign
a) Promotional materials, social media, direct engagement
Plan events
Prepare the events materials
Run AntiFreeze

Campus Cup: (~30 hours)

Run a marketing campaign
a) Promotional materials, social media, direct engagement
Run Campus Cup Headquarters & Registration
Prepare the gym materials
Run Campus Cup

Students’ Union Christmas Party for Kids: (~12 hours)

Recruit volunteers
Run an abbreviated marketing campaign
Prepare the event materials
Run SUCPK

Monthly Events: ~5 hours per month (40 hours)

Promoting and attending: Movie night, SUBstage Sessions, SUBstage Showcase.

Team Planned Event: (~30 hours)

Plan and design a new event
Recruit Volunteers
Run a marketing campaign
Execute the event

Year End Event: (~10 hours)

Run a marketing campaign
Assist in the execution of the Year End Event

Volunteer Recruitment: (~10 hours)

Promote and recruit volunteers for the following year

Summer Retreat: 3 days total in Summer 2017 (~60 hours)

Fully funded retreat by staff
Professional training in Events planning, management, communications, outreach, and operations

Total Expected Time Commitment (Entire Term):

~250 hours

Total Expected Time Commitment (Academic Year):

~180 hours

All Event Facilitators will receive:

- 1) Personalized Events Jackets
- 2) VIP Entrance and free admission to major events (WOW Mainstage, Block Party, Year End Bash, RATTio, Singer Song-writer Showcase)
- 3) Discount cards at SU Businesses (L’express, Daily Grind, Undergrind, SUBprint)
- 4) Monthly coffee card at Daily Grind & Undergrind for 10 coffees.
- 5) Personalized SU Email addresses and business cards



How to get involved?

We are accepting applications for 2017/18 Events Facilitators now! Applicants should be aware that this is not an easy job, but an incredibly rewarding one. Facilitators will walk away from this volunteer experience with the necessary skills to independently host and manage large scale events. All facilitators will partake in significant preparations and promotions work to ensure the successful integration of all events, new and old, into the campus community. Due to the risk of internal bias affecting competition results, Facilitators will be unable to participate in Anti-Freeze or Campus Cup 2017/18. Please sign up to be a facilitator at www.uasu.ca/eventsteam

Applications are due **Saturday March 25th, 2017 by 11:59PM**

If you have any questions about becoming an events facilitator for 2017/18, feel free to email the Student Promotional Coordinator at volunteers@su.ualberta.ca, call at (780) 492-1480, or drop by our office at SUB 2-900.

Becoming an Events Facilitator is a serious time commitment. If you don't think you're ready, but still want to be a part of Student Events, there will be several volunteer recruitments available throughout the academic year.

