## Macquarie University event tier categorisation

### Events and Domestic Protocol Team (EDP) Service Delivery Model

<table>
<thead>
<tr>
<th>REPUTATION</th>
<th>REVENUE</th>
<th>RESEARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell the Macquarie story</td>
<td>Recruit, retain and engage primary audiences</td>
<td>Build Macquarie’s reputation as a high-performing research university</td>
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</tbody>
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### Flagship

- Mandatory and critical events as part of business as usual operations
  - Large-scale cross-functional events synonymous with our brand, considered signature programs executed year-on-year

### Tier 1

- Revenue/recruitment outcome focused
  - Future Students recruitment events
  - Alumni events
  - Advancement events (high net worth and development)
  - Events targeting donors and where donors attend
  - Future student and parent welcome events
  - University-wide staff and current student events

### Tier 2

- Drive reputation/brand awareness building and knowledge sharing
  - Industry events (ticketed and non-ticketed)
  - Academic-led conferences
  - Business events
  - Community events (ticketed and non-ticketed)
  - Chancellery Art Gallery events
  - Webinars

### Tier 3

- Internal staff and current student events
  - Faculty/office-specific internal staff events
  - Faculty/office-specific current student events
  - Research updates
  - Webinars

### Flagship and Tier 1

EDP services: Full event management support from the Events Team

#### Event management

- Strategic event plan
- Event planning: Regular WIP sessions, agenda development, overall lead management
- Event protocol: Protocol services and advice
- Account management: Dedicated Event Partner
- Event budget: Budget development and accountability
- Venue management: Room bookings, property, security coordination
- Catering management
- Staging: AV, room dressing, brand integration
- Event logistics: Run schedules, speaker briefs
- Event operations: On-site management, on-site event check-in, does not include registration personnel
- Event creative: Design and development coordination and support of creative assets
- Risk management: COVID-safe planning and coordination, risk assessment development
- Event reporting: Detailed debrief, event metrics and insights
- Event marketing: GM Squad support
- Event administration: Printing, name badges, all required collateral

#### Event technology

- Registration services: Event website and event registration site (EventsAIR and Eventbrite)
- Event communications: Content development, invitation, invitation reminders, registration confirmation, event reminders, post-event surveys, event SMS
- Mobile event applications: Event app
- Virtual events full service support: EDP Zoom licences

### Tier 2 and Tier 3

Department run, self-managed events. EDP services: Event technology services and advisory support only from the Events Team

#### Event technology

- Attendee management: Event registration site (EventsAIR and Eventbrite) and post-event reporting insights
- Event communications plan: Content development, invitation, invitation reminders, registration confirmation, event reminders, post-event surveys, event SMS

#### Event advisory

- Consultation services: Event advisory, risk management advice, including templates and checklists, campus operations and logistical considerations
- Self-service: Access to self-service tools and user guides to enable self-management of events including virtual delivery. Use of EDP Zoom licences, 500 and 1000 pax respectively, subject to availability with training extended. Access to Eventbrite for attendee management requirements