

OVERVIEW

There are two broad categories of major special events within the University: (1) those considered system-wide events and (2) those limited to a single campus, institute, or department. Major special events are defined as large-scale representations of the university with potential for significant impact and/or events hosted by the President and/or the Board of Trustees.

The System Office of Special Events reports to the Vice President for Public and Government Relations. Its functions and responsibilities include:

- Oversight responsibility for all event protocol and procedures as the related to the support for the general mission of the University.
- Implementation of all events related to the office of the president, the board of trustees and all system entities.
- Provide counsel and direction on protocol and procedures for events developed and implemented by campuses and institutes.
- It does not become involved with implementation or planning of local events, except as a resource or a support role as requested.
- For any major event involving the president and/or trustees, it is expected the System Office of Special Events will be consulted/informed, regardless of the sponsoring entity.

OBJECTIVES

- Strategically and consistently focus and maximize resources leading to effective outcomes from event activity.
- Promote and strengthen the University of Tennessee's mission through positive exposure and interaction with key constituencies.
- Provide internal communications and coordination of the entire event process, while enabling university leadership to better track, prioritize and support major special events.

STRATEGY

- In support of the university's strategic vision, special events regularly are conducted at all levels and locations throughout the university system.
- Seek to conduct events with a consistent high level of professionalism, commitment and performance-excellence.
- Foster processes and protocols that are general in nature, created to assist campuses, institutes and departments to interact with each other.
- Enable a consistent university image while also maintaining maximum flexibility for all to successfully achieve event goals.

TACTICS

- The System director of special events will maintain an up to date system wide, multiyear special events calendar, listing all major events by every campus and institute, specifically including appearances by the president.
 - Work with campus and institute events contact to assure accurate calendar information and to encourage board use in event scheduling
 - Event contacts at campuses and institutes are responsible for ensuring their events are entered.
 - The calendar is reviewable on line as a ready reference for long range scheduling.
 - Any edits or entries must be made through the system events director.
- Maintain on-going contact and dialog with events contacts to assure protocol consistency and to provide counsel and assistance as needed and requested.
- Utilize communications team workshops and other gatherings to conduct training, present best practice ideas and to generally develop a productive working relationship among campuses and institutes.

CONTACTS

UT System - Mike Gregory, Director of Special Events - 865-974-5028 or mike.gregory@tennessee.edu

Jane Pullum, Scheduling for the President – 865-974-2241 or jpullum@tennessee.edu

Keith Carver, Executive Assistant to the President – 865-974-2241 or carverk@tennessee.edu

UT Knoxville – Beth Gladden, Special Events Manager – 865-974-9008 or beth.gladden@tennessee.edu

UT Chattanooga – Terry Dennison, Chief of Staff – 423-425-4458 or terry-dennison@utc.edu

UT Martin – Edie Gibson, Executive Assistant - 731-881-7508 or edgibson@ut.edu

UT Health Science Center - Pam Houston, Director of Special Events - 901-448-1164 or phouston@uthsc.edu

UT Knoxville Athletics – Jimmy Stanton, Director of Communications – 865-974-4164 or jstanto1@utk.edu

Susan Shields, Athletics Special Events Coordinator – 865-974-4114 or sshield5@utk.edu

UTAA – Tiffany Carpenter, Assistant VP for Communications – 865-974-1476 or tcarpenter@tennessee.edu

UTIA – Trish Wagoner, Administrative Coordinator – 865-974-7342 or pwagoner@utk.edu

IPS – Jane Davis, Administrative Specialist – 865-974-6621 or jane.davis@tennessee.edu

UTSI – Scott Van Zandbergen-Alumni Affairs and Public Relations – 931-393-7402 or svanzand@utsi.edu

UT Development – Suzy Garner, Senior Development Director – 865-974-2115 or mgarner4@utk.edu

Procedures for Scheduling and Communicating Special Events with the President

1. When planning any special event that involves participation of President DiPietro, contact Jane Pullum in the office of the President at 865-974-2241 or jpullum@tennessee.edu to check Dr. DiPietro's availability for potential dates. You will also need to complete the Presidential Appearance Request Form located at www.president.tennessee.edu/request or through the university events calendar so that potential conflicts can be identified and priorities can be set by the President's office.
2. Indicate the level of representation you are requesting from the President. There are three major categories: host or co-host, participant/speaker, or guest. The appropriate level of involvement will be dependent on the type of event. The definitions of these three types of events are as follows...
 - *Host/Co-host*: The President should host events initiated by his office or involving a university-wide audience. If an event is hosted by a single Campus, Department, or Institution, it may be appropriate for the President to co-host with the appropriate Campus, Department, or Institution host.
 - *Participant/Speaker*: The President participates in an official capacity as part of the event program; however, the event is hosted by someone from a Campus, Department, or Institution/
 - *Guest*: When the hosting Campus, Department, or Institution needs to be the "face" of the event, the President can serve as a guest. Clarification should be provided in the remarks box of the online form. A briefing package should still be submitted to Jane Pullum, Keith Carver, and Mike Gregory.
3. Contact Mike Gregory in the Office of Special Events with event protocol including any communication pieces, (i.e. invitations, etc.) to ensure that all communication is received by the appropriate parties and consistency is followed in regard to terminology, graphics, and protocol.
4. Place event on the Special Events Calendar which is located on the Special Events website
5. Provide detailed event information to Jane Pullum for briefing of the President 2 weeks prior to event date. Copy Mike Gregory and Keith Carver with any event details.
6. It is strongly encouraged that your communications team members coordinate any media releases and information with the System Office of Communications.



7. The system state or federal office of government relations should be contacted for discussion and input for any event involving government officials either as participants or guests. Counsel and direction will be provided on issues and protocol, including invitations and assistance in securing participation.
8. Provide a copy of the invited guests list and seating chart (if event requires) to Mike Gregory to ensure that all appropriate invited guests have been accounted for (i.e. State Legislators, Board of Trustee members, etc.).
9. Provide any speaking points for the President to Jane Pullum and copy Keith Carver and Mike Gregory.
10. On all events involving the President, Board of Trustees, or any other major system event, Mike Gregory will provide a detailed task sheet to ensure that all responsibilities are accounted for and name a point person for each task to be completed.
11. Jane Pullum will confirm the President's attendance (air and ground travel arrangements, lodging, program information, President's participation, key leaders' biographies, on-site contacts).
12. For other requirements on invitations, guest lists, nametags, etc. please refer to the Guide to Special Events which is located at <http://www.tennessee.edu/system/events/>

The System Office of Special Events is to be utilized only as a resource in planning local events – not to oversee or implement those events