As a public university, our plans are driven by prevailing gathering restrictions and social distancing guidelines as established by the Commonwealth of Virginia and the CDC. The hybrid plan recommends events for internal audiences (faculty, staff and students) within the allowable gathering numbers and a virtual component to engage external audiences.

1) Social distancing and a prohibition on gatherings of more than 10 (Phase 1 criteria)- Virtual engagement
2) Social distancing and a prohibition on gatherings of more than 50 (Phase 2 criteria)- Hybrid engagement
3) Social distancing and a prohibition on gatherings of more than 250 (Phase 3 criteria)- Hybrid engagement
4) Social distancing and removal of all gathering restrictions- Hybrid engagement

All Phases

CAMPUS EVENTS TO WHICH THE GENERAL PUBLIC IS TYPICALLY INVITED
• Until gathering restrictions are lifted, attendance will be limited to members of the ODU Community (e.g., current students, faculty/staff, current organization advisors/coaches).

INTERNAL CAMPUS WIDE EVENTS (non-athletic)
• Whenever possible, events should be held virtually.
• Organizers of in-person events must also consider how to make their events virtually accessible to stay within capacity limits, and be prepared to move the entire event online in the case there is a change in event policies.
• Events should not include activities that require participants to be in close contact (e.g., face-painting, temporary tattoo application, audience participation with performers, etc.).
• For events with seating, ensure that seated participants are at least 6 feet away from each other. If the event is in an area with fixed seating, alternate seated participants in a checkerboard style to ensure the 6 feet distance.
• In planning for your event consider your event layout and where to place participant check-in, activities, interactive stations, and participant seating to ensure that participants can safely remain 6 feet away from each other.
• Design a clear plan to inform attendees about how to proceed through your event and avoid areas where individuals may congregate, especially at entrances, in seating areas, and in lines. (Consider using painter’s tape to direct attendees!)

EVENT MANAGEMENT

PHASE 1
In concurrence with Commonwealth of Virginia state guidelines and prohibition on gatherings of more than 10, we encourage virtual engagement. Refer to the Office of Community Engagement’s Virtual Event Guide for virtual event resources.
For additional event resources and guidance, please contact the Office of Community Engagement at events@odu.edu or 757-683-5759.

If you need more help on how to secure your Zoom meetings, please contact ITS Help Desk (itshelp@odu.edu, 757-683-3192), or CLT at (clt@odu.edu). Report Zoombombing incidents to the University Police at ODUPoliceReport@odu.edu.

**PHASES 2 & 3**

**Phase 2** - In concurrence with Commonwealth of Virginia state guidelines and prohibition on gatherings of more than 50, hybrid engagement is permitted.

**Phase 3** - In concurrence with Commonwealth of Virginia state guidelines and prohibition on gatherings of more than 250, hybrid engagement is permitted.

**Attendance**
- In-person attendance is limited to members of the ODU Community (e.g., current students, faculty/staff, current organization advisors/coaches).
- External audiences can participate on a virtual platform.

**Speakers/Lecturers/Panels**
- Speakers, lecturers, and panelists from outside the ODU Community (students, staff, organization advisors) should participate virtually.

**Virtual Participation**

What types of events can be done virtually?
- How-To's and tutorials
- Webinars, workshops and classes
- Behind the scenes tours — Tour your labs, offices, makerspaces, gardens and more
- Expert interviews and panels
- Entertainment performances (Concerts, DJs, dance recitals, etc.)
- Podcasts
- Web conferences—Multi-day or multi-session experiences
- Social engagements (Coffee chats and happy hours)
- Wellness—Lead a workout, yoga class or meditation session

Select your platform based on event goal and audience
- Virtual Event Software: (Zoom, Cisco WebEx, GoToWebinar)
  - Best uses:
    - Tutorials, webinars, interviews
    - Events that require pre-registration and/or restriction for number of participants
    - Longer format events (>30 minutes)
    - Great for instructional and educational needs
    - More formal events and pre-recorded events
• Zoom Webinar/Presentation (Presenters and hosts only,
attendants muted and video not visible throughout, engagement
available through q+a or chat functions)
• Zoom Meeting (Presenters and participants on video and audio)

  o Social Media (Facebook, Twitter, Instagram, YouTube)
    Best uses:
    ▪ How-To videos, live entertainment, virtual tours
    ▪ Shorter format (<30 minutes)
    ▪ Engage specific followers on your social media platforms
    ▪ Grow followers
    ▪ Less formal events and live events

• Encourage engagement
  o Do a pre-event survey asking the audience what they are most interested in
    hearing about
  o Ask viewers to submit questions, requests, and suggestions through the chat
    feature
  o Encourage live tweeting
  o Create a hash tag to follow throughout the event
    ▪ Please register University affiliated hash tags with
      socialmedia@odu.edu.
  o Send a post-event survey to participants to measure success and ROI

For additional event resources and guidance, please contact the Office of Community
Engagement at events@odu.edu or 757-683-5759.

If you need more help on how to secure your Zoom meetings, please contact ITS Help Desk
(itshelp@odu.edu, 757-683-3192), or CLT at (clt@odu.edu). Report Zoombombing incidents to
the University Police at ODUPoliceReport@odu.edu.

Vendors
• Non-university event vendors may deliver products to the University; however, they
  may not remain on-campus for duration of the event.

Facilities and Occupancy
• Facility capacity limits will be reduced to meet the Commonwealth of Virginia
  guidelines.

Event Check In
• Individuals at the check-in table must wear a face covering while interacting face-to-face
  with attendees.
• As attendees check in, event coordinators should utilize a contactless check in system.
• All events should require mandatory hand sanitizer and symptom checking prior to
  entering.
• Attendees must adhere to prevailing gathering restrictions and safety protocol
  established by the Commonwealth of Virginia.
During Event
- Display signage both outside the entrance of event and inside reminding participants of COVID 19 prevention measures.
- Six feet of physical distance must be maintained between all attendees throughout the event.
- Event organizers should announce actions participants should take to protect themselves and limit the spread of infection during the event.
- Encourage guests to replace handshakes with greetings that don’t require touching or skin contact.
- Attendees must wear a facemask throughout the event in accordance with executive actions issued by the Governor. Exception: Face coverings are not required but recommended when outdoors and non-public spaces.

Food and Catering
- If food is provided during meetings:
  - Individual meals should be provided in complete units such as bags, boxes, individual water bottles, etc. OR
  - Food must be served by Aramark staff
  - Buffet-style food lines or foods where multiple attendees may touch the container or food are not permitted (e.g., bowls of chips).

Meetings/Trainings/Workshops
- Meetings, training sessions, and workshops that are not “mission critical” for Old Dominion University, should be held virtually instead of in-person.

Fairs/Info Tables
- The facility set up must be configured to avoid congestion or congregation points.
- There must be at least six feet between tables within the fair area and outside the fair area (i.e., building entrances).
- Hand sanitizer stations must be set up throughout the fair area or on the info table.
- Shared pens/pencils should not be used unless they are sanitized between each use. Consider the use of technology to secure contact information for interested individuals. Use QR codes or pre-printed contact information to distribute to attendees.
- Individuals staffing tables must wear face coverings or utilize protective barrier (e.g. Plexiglas) while interacting face-to-face with attendees.
- Any giveaways or informational fliers must be laid on the table and not handed directly to attendees.

Outdoor Events
- Create a fenced-in event area (using caution tape, snow fencing, etc.) and established entry and exit points with persons managing how many can come into the space at a time
• Reduce the overall event footprint to the degree that it will allow for less foot traffic (e.g., cut down on the number of tables/booths)
• Space the event out over multiple days or over multiple locations (e.g., Kaufman Mall, Perry Library Quad, and Runte Quad) so that no single location has more than the allowable gathering numbers.
• Post signage to reiterate need to maintain physical distancing, use hand sanitizer, wash hands, etc.

Student Hosted Events
• Please refer to the Fall 2020 COVID-19 Interim Student Engagement Plan

RISK MANAGEMENT
Until gathering restrictions are lifted, event attendance is limited to members of the ODU Community (e.g., current students, faculty/staff, current organization advisors/coaches).

To discuss any third parties or campus visitors, email Risk Management at risk@odu.edu

HYBRID EVENT BEST PRACTICES
A hybrid event is when there are both face-to-face and virtual participation. Sometimes it happens both synchronous and asynchronous. There are two types of hybrid events: Spectator and Immersion. A spectator event when those who are joining virtually are watching the event but have low to no interaction with the event and is compatible with synchronous and asynchronous modalities. An immersion event enables the virtual participant to be an active, engaged participant closely simulating the face-to-face experience. This is more compatible with synchronous delivery.

Spectator
- Ensure that you have a dedicated individual who will manage the logistics and interactions with the virtual participants. May serve as a moderator.
- Make an announcement early on in session about recording and participants virtually
- For accessibility ensure any speakers and participants use microphones to allow for better audio for virtual participants. Consider any multimedia delivery and how that will allow access for virtual participants
- Consider recording the function for asynchronous delivery. Also decide what is going to be viewable later in the recording: Speaker, participants, presentation etc.
- Decide how virtual participants will interact with face-to-face participants and presenter or if they will interact.
- If there are any activities, how will virtual participants be able to do those activities or will they?

Immersion
- Ensure that you have a dedicated individual who will manage the logistics and interactions with the virtual participants. May serve as a moderator.
- Make an announcement early on in session about recording and participants virtually
- For accessibility ensure any speakers and participants use microphones to allow for better audio for virtual participants. Consider any multimedia delivery and how that will allow access for virtual participants
- Additional consideration will need to be given to be conscientious of inclusion for virtual participants
- If there are any activities, how will virtual participants be able to do those activities?
- Consider how you will include virtual participants in any small group work. Prepare if anything needs to be sent to virtual participants in advance so that they are able to fully participate.
- Consider recording the function for asynchronous delivery. Also decide what is going to be viewable later in the recording: Speaker, participants, presentation etc.
- Decide how virtual participants will interact with face-to-face participants and presenter.

**HYBRID EVENT TIMELINE**

**1 YEAR TO SIX MONTHS BEFORE EVENT**

(1 year for Annual Events, 6 Months for One-Time Events)

1. Define event purpose and goals
2. Clear event on all relevant calendars
   - University Calendar, required for ALL events
     1. Email events@odu.edu
   - Executive Office Calendars, if applicable
   - Program participants’ calendar
3. Reserve space/venue
   - Reserve alternate space for inclement weather, if applicable
4. Determine target audience
5. Develop PR/marketing plan, consult University Strategic Communications & Marketing if necessary
   - If using University Strategic Communications and Marketing, requires 4-6 week notice
6. Create and mail speaker contract/agreement
7. Reserve room block at hotel (if applicable)

**TWELVE WEEKS BEFORE EVENT**

1. Draft text for invitations and program
   - If using University Publications, start production process
2. Choose virtual event platform
3. Draft script
4. Book entertainment
5. Create invite list
6. Make speaker travel arrangements once contract is signed
7. Arrange for a facilitator familiar with virtual events to ensure good pacing, transitions, polling, Q&A, and other interactive or engaging components, facilitating for both sets of attendees.

FIVE WEEKS BEFORE EVENT

1. If producing invitations in-house, proof, finalize and print
2. Send printed invitations
3. Build event registration
   o Ensure cut off at max number of in-person attendees if there are gathering restrictions
4. Consult university services for special projects or needs
   o Webb Media
     1. Can assist with creating and hosting webinars
     2. Can assist with Zoom meetings and Zoom coverage of live events
     3. Can assist with mobile video conferencing
   o Academic Television Services
     1. Can produce videos
       I. Three day notice for filming
       II. Two week turnaround on produced videos (minimum)
     2. Can provide closed captions for recorded meetings and events (Additional Fee)
5. Submit work orders and/or email university services
   o Parking Services (form on their website)
   o Webb Media (form on their website)
     1. Small meetings can be made 7 days prior
       o Academic Television Services (email)
       o Moving and Special Events (work order)
       o Housekeeping (work order)
       o Grounds (work order)
       o Photography (form on their website)
       o Public Safety (email)
       o Strategic Communication & Marketing (email)
6. Determine look of event and order décor (stage plants, centerpieces, linens, etc.)

FOUR WEEKS BEFORE EVENT

1. Send electronic invitations
2. Send setup memo (example provided)
3. Submit order in Catertrax or contact Catering for custom menu
   1. Use one time use, disposable products.
4. Submit any payment paperwork required for hotel/travel payment
5. Train event organizers or technology moderators in how to effectively use virtual technologies to engage participants. (Zoom Webinar, Cisco WebEx, GoToWebinar etc.)
6. Ensure location(s) have adequate internet/phone line connections to host the virtual event component and complete a run-through to test the setup.
THREE WEEKS BEFORE EVENT

1. Send additional invitations, if applicable
2. Follow up with Strategic Communication & Marketing
3. Plan to encourage virtual engagement
   1. Do a pre-event survey asking the audience what they are most interested in hearing about
   2. Ask viewers to submit questions, requests, and suggestions through the chat feature
   3. Encourage live tweeting
   4. Create a hash tag to follow throughout the event
   5. Send a post-event survey to participants to measure success and ROI

TWO WEEKS BEFORE EVENT

1. If producing programs in-house, proof, finalize and print
2. Send President's remarks to President's Assistant

ONE WEEK BEFORE EVENT/WEEK OF EVENT

1. Proof, finalize, and print scripts
2. Confirm all contracted services and university services
   o Send VIP parking list to Parking Services
   o Send final numbers to Catering
3. Finalize and print guest list and seating chart
4. Print signage
5. If the President is in attendance, send the final RSVP list to President's Office (If seated dinner, include names of guests seated at table)

DAY OF EVENT

1. Arrive early, confirm setup is correct - count chairs, rows, tables, etc.
   1. Ensure proper social distancing has been implemented
2. Hang signs
3. Set up registration area
4. Send reminder email for virtual attendees
5. Provide accessibility features, such as live captions and keyboard commands for live event and recordings.

DURING EVENT

1. Switch up the format often (present, discuss, poll, etc.), integrate webcams for main presentations, engage participants often, and take breaks.
2. Record the event for attendees not able to make the live viewing.
WEEK AFTER EVENT

1. Return any borrowed items
2. Submit all financial paperwork for travel, catering, etc.

EVENT LOGISTICS CHECKLIST

ALL EVENTS

• What groups should comprise the audience? Who else might benefit from this event beyond the primary attendees?
• If you anticipate a role for the President or Executive Office Member, it is critical that their assistant be consulted as far in advance as possible. Be prepared to discuss what their role would be and any implications of including or not including them.
• Are there opportunities to partner/collaborate across campus units or off-campus entities?
• What is the best date and location for this event? Why?
• Have you cleared your event date with all pertinent calendars? (University Calendar, Executive Office Calendar, Departmental Calendar, etc.)
• Have you selected a fair weather and a rain site for your event, if necessary?
• What are your audio/visual and electrical needs and/or concerns?
• Have you done a set up memo/diagrams?
• Have you considered entertainment for your event (audio and visual)?
• Do you have any banners/signs for your event? Do you have Health and Safety guidelines posted?
• Have you notified Support Services about your event (via work management system; work orders; parking forms; Webb Media forms)?
• Does the event need to be videotaped? If so, have you contracted with Academic Technology Services (ATS)?

HYBRID EVENTS
All above requirements in addition to below requirements apply.

• Where will your guests park?
• Assigned seating or general admission?
• Is there a podium?
• Can the room accommodate persons with disabilities and social distancing requirements?
• What space is available for catering staging?
• Have you considered the dietary issues/concerns of your guests? Have you notified catering in case of dietary restrictions?
• Will you need to decorate the room with plants or flowers, stage backdrop, lighting, centerpieces, signs, etc.? Have you cleared the delivery date/time with the venue? Who will receive the items?
• Have you notified the University Photographer of your event?
• If the Executive Offices are involved: have you turned in guest lists and pertinent information to the Executive Office (via Sherry Davis) 2 weeks prior to the event.
EVENT SERVICES CONTACT LIST

Awards/Plaques:
G&W By Allogram South
757-461-7676
sales@gwawards.com

Catering Services *Must use Aramark for on-campus catering*
Aramark
Sandy Boone
757-683-4691
sxboone@odu.edu

Centerpieces/Flower Arrangements
The New Leaf
Sarah Munford & Laurel Quarberg
757-627-6028
design@newleafghent.com

Greenbrier Florist
757-420-8000

Stage Plant Rental
Foliage Design Systems
Garry Acree, Owner
(757) 405-0078
fdshrva@yahoo.com

Event Furniture (Tables, chairs, staging, pipe & drape, flags, etc.)
Moving & Special Events
Create an account and submit a work order here to arrange for delivery and pick up.
Susan Walker
757-683-4626
swalker@odu.edu

Hotel
Marriott Spring Hill Suites - Old Dominion University
4500 Hampton Blvd., Norfolk VA 23508
757-423-4100

Linen & Tent Rental
*Tents require a tent permit through Facilities Management*
Acclaimed Events
757-623-6100
reservations@acclaimedevents.com
A/V and Media Services
Webb Media Services
Fill out the media services request form
Tom Odom & Casey Kohler
757-683-6228
webbmedia@odu.edu

Parking Services
Parking & Transportation Services
Fill out the parking services request form
Rob Grandon, Special Events Manager
757-683-5649
eventparking@odu.edu

Photography
University Photography
Fill out the photography request form
Chuck Thomas, University Photography
757-683-3124
cthomas@odu.edu

Publication Design
University Publications
Fill out the publication request form
Karen Smallets, Assistant Director
757-683-3101
ksmallet@odu.edu

Strategic Marketing & Communications
Caitlin Chandler, Executive Director
757-683-3114
cchandler@odu.edu

Video Filming Services
Academic Television Services
Jerry Harrell, Video Production Manager, Video & Production Services
757-683-3171
jharrell@odu.edu

University Calendar & Additional Event Resources
Office of Community Engagement
757-683-5759
events@odu.edu
Space Reservation Contacts

Indoor Space Reservations (subject to addition/change)

1. Academic Classrooms, Scheduling@odu.edu
2. Baron and Ellin Gordon Art Gallery, Arts and Letters Scheduling
3. Barry Art Museum, lcagneyh@odu.edu
4. Peninsula Higher Education Center, phecrental@odu.edu
5. Strome Entrepreneurial Center, ent@odu.edu
6. Student Recreation Center, Recreation & Wellness ODU EMS Scheduling
7. Tri-Cities Higher Education Center, TCRooms@odu.edu
8. Virginia Beach Higher Education Center, VBRooms@odu.edu
9. Webb Center, Leadership & Student Involvement, ODU EMS Scheduling

Outdoor Space Reservations

1. Leadership and Student Involvement Scheduling (ODU EMS Scheduling)
   a. Kaufman Mall
   b. Quarantine Trail
2. Recreation and Wellness Scheduling (ODU EMS Scheduling)
   a. Bolling Square
   b. Dominion House Lawn
   c. Engineering/ Perry Library Lawn
   d. Parking Lots 1, 42, and 43 (Exception Athletic tailgating)
   e. Powhatan Pavilion
   f. Runte Quad
   g. Sidewalk/Road Closures
   h. Student Recreation Center Field
   i. Whitehurst Beach
   j. Whitehurst Field
   k. Williamsburg Lawn

3. Arts & Letters Scheduling
   a. Brock Commons