

ODU CAMPUS-WIDE EVENT MANAGEMENT BEST PRACTICES/SAFETY GUIDELINES FOR IN-PERSON, VIRTUAL, AND HYBRID EVENTS & PROGRAMS

UPDATED: September 8, 2021

GENERAL INFORMATION

SCHEDULING CAMPUS EVENTS

- Please consult the University Calendar prior to scheduling.
- Ask your website content manager to load your event to the University Calendar. If you're unsure who your content manager is, please email universitycalendar@odu.edu.
- All events should be added to the University Calendar.
- Events and meetings can be requested at spacereservations.odu.edu.
- Student organizations can also request space in academic buildings.

FACE COVERING REQUIREMENT

- Effective August 16, and until further notice, face coverings that cover both the mouth and nose fully are required in all indoor public spaces, including classrooms, facilities, and buildings, except when eating or drinking.
- The face covering requirement is for all people, including guests of the university, both vaccinated and unvaccinated.
- For events outdoors, masks are not required but encouraged.

EVENT MANAGEMENT/ SAFETY BEST PRACTICES

- If choosing to host events in-person, also consider hybrid options.
- Incorporate best practices for mitigating the spread of the virus, such as:
- Have PPE available for guests/attendee, including hand sanitizer, masks, sanitizing wipes.
- Keep physical distance where possible though current gathering limits and physical distancing protocols are lifted.
- Limit the duration of indoor events.
- Reduce guest seating at luncheons/ dinner events (i.e., six to a table vs. eight).
- Wear a face covering when interacting with face-to-face attendees regardless of event location.
- Incorporate a contactless check in system when possible.

VENDORS

- Vendors under contract with the university may deliver products and services to the University; however, must adhere to the face mask mandate and disclose vaccination status.
- Non-university or third-party event vendors must adhere to face mask mandate.

TRAVEL

Any travel sponsored by the university must be registered and refer to [VDH guidelines related to travel](#).

FAIRS/INFO TABLES

- The facility set up should be configured to avoid congestion or congregation points.
- Maximize spacing between tables and/or booths.
- Avoid handshaking.
- Hand sanitizer stations should 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 if indoors; if outdoors, it is encouraged.
- Any giveaways or informational fliers should be laid on the table and not handed directly to attendees.

FOOD AND CATERING

- If food is served during meetings or events, consider incorporating the following best practices:
- Buffet-style food lines or foods where multiple attendees may touch the container should not be served (e.g., bowls of chips)
- Limit high touch food/dining situations, such as hors-d'oeuvres, communal snacks, etc.
- Food must be provided by Aramark who will adhere to all food health and safety regulations.

GUEST SPEAKERS/PERFORMERS

Must adhere to the mask mandate and disclose vaccination status.

RISK MANAGEMENT

If there is a question about third parties or campus visitors, email Risk Management at risk@odu.edu.

VIRTUAL EVENTS

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, attendees muted and video not visible throughout, engagement available through Q+A or chat functions)
- Zoom Meeting (Presenters and participants on video and audio)

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

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

HYBRID EVENTS

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 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.
- 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.
- 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 participate in 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
- Consider how you will include virtual participants in any small group work or activities. 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.

EVENT LOGISTICS CHECKLIST

*For a planning timeline and scheduling contacts,
please visit: <https://www.odu.edu/event-management>*

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? (Master 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 2 weeks prior to the event?

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.