

CI MarComms/Events Team Services

The University of Kentucky College of Communication and Information hosts a wide variety of events throughout the year. To ensure successful planning and execution, it is essential for all individuals involved to clearly understand their roles and the specific responsibilities of the CI MarComms/Events team and the Special Events Coordinator. This applies to all events in the college including but not limited to:

- Receptions
- Panels
- Lectures
- Conferences
- Award Ceremonies
- Student-facing, public outreach and alumni events

To streamline event support, the CI MarComms/Events team offers different degrees of involvement based on the needs and scope of each event:

OVERVIEW OF SUPPORT

Meetings | [Advise](#)

EVENTS:

Academic department events such as meetings (a planned gathering for routine business or operations) with food and location requests can seek advisement from the CI MarComms/Events team. The planning and executing of these events are the responsibility of the department. The CI MarComms/Events team is available to provide guidance on vendors, spaces and other resources. **Please consult the master event listing before planning any meetings or events and then notify the Special Events Coordinator of planned departmental events and meeting for inclusion on the master event listing.** For additional assistance in planning your event, please refer to the CI Standards Guide on the next page as well as the CI Events Checklist.

Unit Events | Partner

Unit Events are larger in scale, requiring additional time and resources to plan and execute. These events are led by the appropriate faculty member(s) and admin along with the CI MarComms/Events team and Special Events Coordinator. A member of the CI MarComms/Events team and/or the Special Events Coordinator should serve as a member of the planning committee.

*Note that the college must be notified in advance of any event that will be supported by funds from gifts or endowments at any level so that the donor can be properly stewarded.

College-Level Events | Lead

College-Level Events are activities hosted by the Dean's Office, such as the CI College Excellence Awards and CI Student Awards, as well as events that pertain to or involve the entirety of the CI student/faculty/staff community. These events are planned and executed entirely by the CI MarComms/Events team to ensure a cohesive and professional experience for attendees.

CI STANDARDS GUIDE

Event Requirements and Scheduling

Events hosted by College of Communication and Information (CI) departments, groups, or organizations must adhere to the following standards. The CI MarComms/Events team will collaborate with you and the University's Events Office to schedule space and ensure compliance with all required standards. This includes determining the most suitable venue for your event and providing planning and coordination assistance. We encourage early planning and a flexible approach to ensure smooth event execution.

Employee Use of Resources

Employees may schedule facilities and equipment to support events directly related to their responsibilities within the College. Note that events differ from meetings and have unique requirements and standards for space scheduling. To schedule your event, please use the EMS reservation system: <http://meetatbigblue.uky.edu>.

Definition of an Event

For clarity, please review the definition of an event provided by the University Events (UE) Office: <https://events.uky.edu/faqs>. An event is considered a planned gathering or activity that requires preplanning and uses on-campus space and services or external vendors. Additionally, any reservation involving participants external to the University is also classified as an event.

Assessment and Brand Standards

The audience, scale and complexity of your event determine its classification and the level of support required from the CI MarComms/Events team. The MarComms/Events team will guide you in planning to meet University and CI standards, ensuring your event aligns with appropriate branding and service expectations based on your audience and budget.

Logistics Planning

Events involving food, external visitors or more than 25 attendees must begin planning **at least six weeks** in advance. Larger events, such as conferences or multi-day gatherings, require a planning timeline of **4-6 months at minimum**. To initiate the planning process, coordinate with the Special Events Coordinator as soon as possible. They will assess your event's needs based on size, scope and timing. Please note that fees may apply for services such as setup, custodial support, security and IT outside of college spaces.

Marcomms/Events Support

In addition to the event support mentioned above, MarComms can help in the promotion of unit events with programs, PowerPoint displays, social media, digital signage, photography, newsletters and additions to the college calendar. Note: to be added to the college calendar, events must have a start time and location at the least. MarComms support should be requested at least two weeks in advance through the MarComms request form at ci.uky.edu/marcommsrequest.