



Introducing a New President:

Creating Purposeful Presidential Events

Office of University and Development Events, University of Michigan

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UNIVERSITY OF
MICHIGAN



An Overview of Events



THE FOURTEENTH

Presidential **INAUGURATION**

MARK S. SCHLISSEL

THE FIFTH OF SEPTEMBER TWO THOUSAND FOURTEEN



President's House –
Targeted Faculty &
Staff, as well as donors
that were able to be on
campus.



Presidential Introduction Events –
Targeted donors and alumni from all over
the country and world that will not
necessarily be on campus in the near
future.

Presidential Inauguration –
Targeted University of Michigan
Community, Public, Peers, & Friends
of the University.



Breakout Activity

- Break into small groups to work on different scenario activities
 - Presidential Inauguration Procession
 - Presidential Introduction Event
 - President's House Events



Report Out

– Inauguration Academic Procession



How we did it

Procession

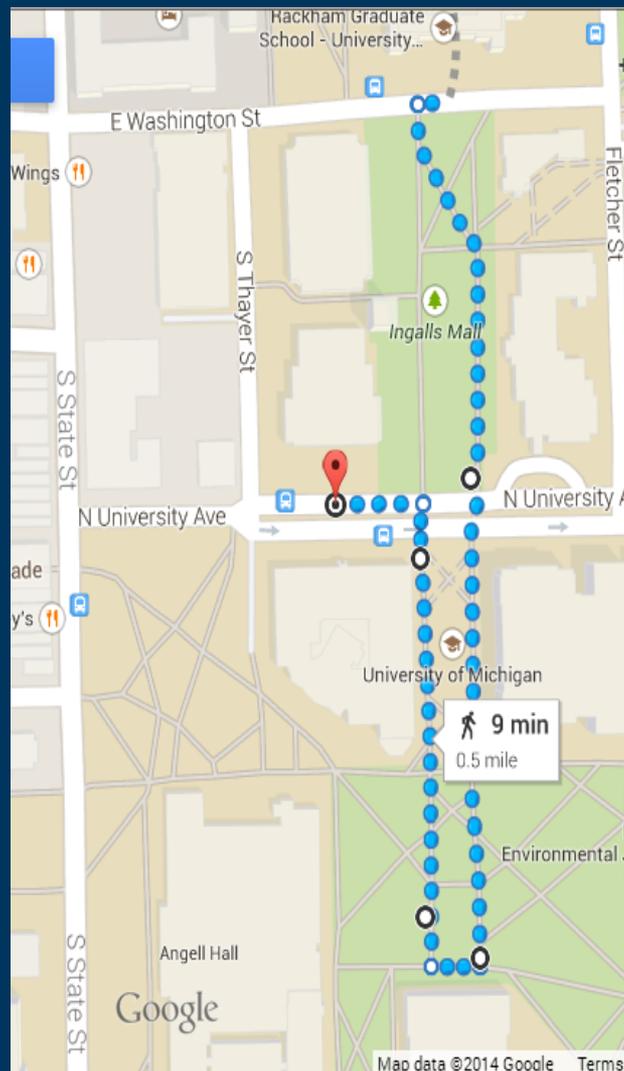
- Decided the route
- Identified route logistics and challenges
- Communicated (many times) with University experts
- Recruited students!



Goes through
heart of campus

Is not too long –
neither distance
or time

But has a
challenging “U”
turn



Presidential Inauguration

- Planning Timeline
- Offices that rarely work together came together
- Let other groups do their work (trust!)
- Balance of “tried & true” elements with new elements



Presidential Inauguration

- What haven't we talked about:
 - Guest Tracking Process (a session of its own!)
 - Parking & Transportation
 - Symposia
 - Luncheon
 - Robing
 - Ceremony
 - Community Reception
 - Donor Dinner



Inauguration Day



Inauguration Day



Inauguration Day





WELCOME TO THE UNIVERSITY OF
WISCONSIN INSTALLATION CEREMONY
FOR PRESIDENT IVANK SCHLISSEL

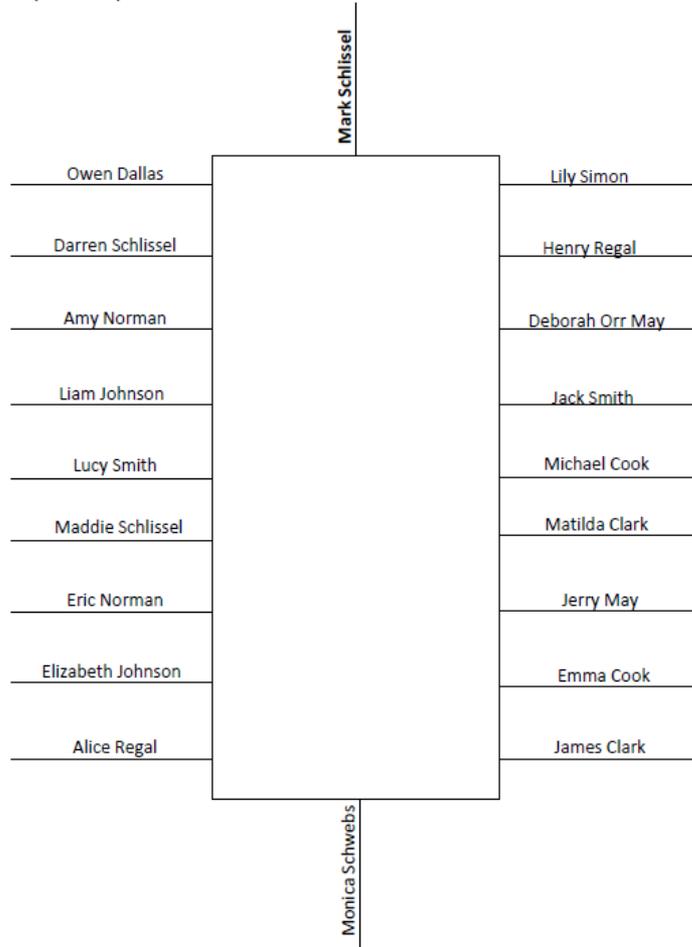
Report Out

– President's House Events



How we did it

Friday Football Dinner
September 12, 2014
(20 Guests)



Notes:

- *There is always more than one way to properly arrange formal event seating.*
- *Each University uses their own guidelines and information.*
- *When doing seating flexibility is the most important element.*
- *Information over time will also make this process easier.*
- *Make sure that someone else looks it over for a second opinion.*

How we did it

M UNIVERSITY OF MICHIGAN  Becca   

Calendar Today < > September 2014 Day Week Month 5 Days Agenda More 

CREATE 

September 2014 < >
S M T W T F S
31 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 1 2 3 4
5 6 7 8 9 10 11

My calendars 
Other calendars 

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	Sep 1	2	3	4 Family Dinner (20-25 Expected) President's House	5 Presidential Inauguration Events	6 Family Campus Tour
7	8	9 Executive Officer Dinner (15 Expected) President's House	10 Thank You Reception (40 Expected) President's House	11	12 Friday Football Dinner (20 Expected) President's House	13 Football Game – President's Suite
14	15	16 Detroit Presidential Introduction Events	17	18	19 Friday Football Dinner (20 Expected) President's House	20 Football Game – Tailgate & President's Suite
21	22	23	24	25 Breakfast Meeting (9 Expected) President's House	26	27
28	29	30	Oct 1	2	3	4

President's House Events

- September 2014 included **four** dinner events, **one** reception, and **one** breakfast meeting within the President's House.
- From October through December 2014, there were an additional **eight** dinners, **three** receptions, and **three** breakfasts. These are only the formal events that occurred at the President's House.
 - **19 events within his home within the first four months as the President.**
- Typical planning span for these events is 1-2 weeks.
- Always need to think about what is appropriate for the group and how the President wants to be portrayed.
 - **Events within the President's House need to be an extension of his or her personality and style.**



Report Out

– Presidential Introduction Events



Presidential Introduction Events

- Research, research, research!
 - *What makes the city unique in terms of venues and cuisine?*
 - *Know your audience and where they're coming from.*
- Accept that sometimes the simplest option CAN be the best option.
 - *Hotel venues, while not the most unique, may make travel (and your planning) easier.*
 - *Ask yourself "Pack or Purchase?"*



Lincoln Center, NYC



Chihuly Garden, Seattle



Local Beer and Wine



Presidential Introduction Events

- 12 cities
- 7 U.S. states
- 3 countries
- 11 months

The success of each event relied on effective use of the university brand while still embracing each unique location.



A large, bold, yellow letter 'M' logo, centered at the top of the slide.Large, bold text reading 'Q&A'. The 'Q' and 'A' are white, and the ampersand '&' is yellow.

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