Introducing a New President:
Creating Purposeful Presidential Events

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An Overview of Events

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

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.
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
Procession

How we did it

• 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
Report Out

– President’s House Events
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.
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
How we did it

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.
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