

# Event Protocol

Protocol = An established way of doing things

We will discuss Event or Program design and the suggested "protocols" for success

# Why do the event?

*Why does following established "protocols" matter?*

- "Branding" of your university and the schools and colleges within
- Create a program that delivers a clear message
- Design an event with the result in mind
- The success of your function depends on the perception of your principals and audience
- Following a list of proven protocols helps insure the success of your event



# Why am I doing this event and what is the Protocol?

- Purpose
- Message
  - EVERY event has a message
  - The universal message MUST be consistent from event to event and school to school
- Principals
  - Who are they and do they all deserve to be in the program?
- Guests
  - Donors?
  - Faculty?
  - Administration?
- Expected Result

# Event Design

- Consistency in message
  - Invite should establish the mood of the event
    - Custom invite
    - Standard university invite
    - Don't let university "super-brand" be an afterthought
    - Follow established mailing protocols
- Create an appropriate design for the event to deliver the *message*
- Position your principals appropriately
- ***Build your program, hit the crescendo and end quickly!!***

# Positioning Your Principals

- Why is it important?
  - Message! Message! Message!
  - Your program needs to tell a story
  - Advise all principals to keep their speeches brief
  - Build your program so your “high point” is at the end...NOT the beginning
  - Know your principals and protect them
    - Illnesses (medications?)
    - Physical Limitations (easily access podium?)
    - Weak Communication Skills (work with speech writer)
    - Good Lighting and Strong Podium Light
    - Good Audio
    - Provide “step” if necessary for speakers (Queen Elizabeth II)
    - Put Water in Podium

# Endowed Chair Installations

*What is a chair and why is it important?*

- Should it be a sit-down dinner or a reception?
- Consistent academic look for stage
  - Podium
  - Chair(s) for presentation - full-size or miniature
    - Make sure it is covered or hidden from sight
  - Seats on stage...or audience
  - American Flag (always over right shoulder of speaker at podium) and the State Flag on opposite side
  - Order of speakers
    - Dean
    - Provost (if appropriate)
    - Presentation of Chair
    - Chair recipient
    - Donor

# Endowed Chair Installation

- Guest List
  - Personal guest list provided by chair recipient
  - Personal guest list provided by donor
  - Upper administration (Provost, Sr. VP's, VP's)
  - Departmental administration
  - Faculty
  - Students
  - Special guests (Distinguished Professors, University Professors, Trustees, etc.)

# Dean Installation

## *Why have a dean installation?*

To provide your dean a platform to lay out his/her vision for the school. This is their chance to speak to their constituents and clearly outline their intention.

- Program flow
  - March of the Deans
    - Alphabetical by school (announce dean's as they enter)
  - Order of speakers
    - President or Chancellor
    - Dean
- Invitation List
  - Personal guest of dean
  - Senior administration
  - All university-wide academic deans
  - University trustees
  - Department faculty
  - Department administration

# Celebrations of Life

*Don't call them memorials!*

It is important to celebrate the accomplishments of that individual at your institution

- Each person should be allotted 3 minutes
- Flow of program
  - President and/or Dean (host)
  - Immediate supervisor (professional relationship)
  - Student (mentoring relationship)
  - Faculty member (academic relationship)
  - Personal friend (personal relationship – could be subordinate)
  - Family member (immediate relationship)
  - Celebration can include musical interludes

# Groundbreakings/Building Dedications

Purpose – school or university-wide celebration of continued growth and expansion of the school

- Program Flow

- President/Chancellor
- Ceremonial groundbreaking with etched shovels and hard hats
  - Confetti cannons
  - Band
- Presentation of gift (framed drawing of building, etc.)
- Donor
- Reception

# Protocol Basics

- Check-In
  - Proper uniforms (Business Attire or Picnic Attire)
  - 1 check-in person for every 50-75 guests
  - Always do alpha check-in EXCEPT for black-tie or gala events
  - Designate a single check-in person to create additional nametags for unregistered guests (Calligraphy or P-Touch)
  - Nametags always worn on right side of chest
  - Only have first and last name on nametags...no titles, no salutations, no suffix
  - Always peel nametag for guest
- Staging
  - American Flag is always over right shoulder of speaker at the podium...state flag on the left
  - Have a "step" available for vertically challenged speakers
  - Keep room temperature glass of water in the podium for speaker
  - Have a podium light
  - Run an audio check and a lighting check
- Food and Beverage
  - Clean professional lines are better than "fluffy" hotel banquet look
  - Carefully consider your guests when picking a menu and beverages
  - Think of the time of day when picking your menu (ex: 3pm – 5pm tea sandwiches)
  - Avoid serving alcohol at events if there is more than 20% student attendance
- Only a single person is "the boss" on event day

# Various Protocols at USC

- **Attire** for student staff
- Unless specifically mentioned, the following are standard:
- **MEN'S ATTIRE**
- Business (interview) and Cocktail:
  - Business Suit (Jacket and Slacks) - Dark colored
  - Collared, Button-up dress shirt
  - Tie (not too crazy)
  - Dark comfortable dress shoes
  - Black socks
  - Nametag (only when P&E event)
  - Smile

- **MEN'S ATTIRE**

- **Business Casual:**

- Dress slacks (Dark colored)
- Collared, Button-up dress shirt
- Tie (not too crazy)
- Dark comfortable dress shoes
- Black socks
- Nametag (only when P&E event)
- Smile

- **MEN'S ATTIRE**
- Football:
  - Khaki LONG pants
  - White polo or collared, button-up shirt
  - Tennis shoes (clean/white)
  - Nametag (only when P&E event)
  - Smile

- **WOMEN'S ATTIRE**
- **Business (interview):**
  - Complete Business Suit (Skirt or Pant) -Dark colored
  - Blouse
    - Appropriate neck line
    - Shoulders MUST be covered
  - Dark comfortable dress shoes
  - Nametag (only when P&E event)
  - Smile

- **WOMEN'S ATTIRE**
- **Business Casual:**
  - Dress slacks/skirt (Dark colored)
  - Blouses
  - Dark comfortable dress shoes
  - Nametag (only when P&E event)
  - Smile

- **WOMEN'S ATTIRE**
- Football:
  - Khaki skirt or LONG pants (not fitted)
  - White polo or collared, button-up shirt
  - Tennis shoes (clean/white)
  - Nametag (only when P&E event)
  - Smile

- **WOMEN'S ATTIRE**
- Cocktail:
  - Black cocktail dress
  - Black jacket to cover shoulders
  - Dark comfortable dress shoes
  - Nametag (only when P&E event)
  - Smile

# Mailings: Addressing Guidelines

## DO NOT ABBREVIATE:

- Post Office Box
- Company
- Suite
- Street
- Avenue
- Drive
- Lane
- Road
- Circle
- Boulevard
- Apartment
- Administration
- North, South, East, West
- City
- State
- # should be "Number"
- & should be "and"

# Mailings: Addressing Guidelines

## DO ABBREVIATE:

- c/o
- Jr., Sr.
- Inc. (if company name is not incorporated)

# Mailings: Addressing Guidelines

## NUMBERS:

- Spell out numbers up to and including twelve.  
e.g. One Third Street or Apartment Twelve
- DO NOT raise the "th" or "nd." Incorrect: 29th  
Correct: 29th

# Mailings: Addressing Guidelines

## MIDDLE INITIAL:

- If a list from which you re addressing has the person's first, middle, and last name, spell out the first and last name and use the middle initial (instead of spelling it out)

# Mailings: Addressing Guidelines

## CAMPUS MAIL:

- Do NOT spell out Mail Code, leave as MC  
e.g. Mr. Dennis Cornell  
Office of Protocol and University Events  
STO 203 MC 1142  
CAMPUS MAIL

# Mailings: Addressing Guidelines

## COUNTRY:

- Name of the country should go on the last line and all in CAPS.

e.g. 123 South Main Street, Number Five  
Vancouver, British Columbia M4F 3R3 CANADA

- ZIP CODES

- Zip codes should be on the same line as the state. Do not put a comma after the city if the state and zip code are on a separate line. Note that there are two spaces after state and before the zip code.

- Correct: Los Angeles, California 90007

Or

Los Angeles California 90007

# Mailings: Addressing Guidelines

## TITLES:

- Only use titles for addressing business correspondence. It is not used on social correspondence (i.e. holiday cards and invitations). Do not put a title on an envelope addressed to Mr. and Mrs. or Mr. and guest. Never center address. Always flush left.

Incorrect: Mr. and Mrs. John Smith  
Vice President  
USC Enterprises

Correct: Mr. and Mrs. John Smith  
USC Enterprises

- The title always goes after the name on a separate line when addressed to an individual. If there is not a title, just put the name of the company or organization.

Correct: Dr. Steven B. Sample  
President  
University of Southern California

# Mailings: Addressing Guidelines

## DIFFERENT LAST NAMES:

- If a husband and wife have different last names, place the woman's name on the first line and the man's name on the second line.

Correct:        Ms. Martha Harris  
                      Mr. Morgan Lyons

# Mailings: Addressing Guidelines

## SALUTATIONS:

- Mr., Ms., Miss, Dr. are written as is.  
However,
  - Gen. = General
  - Col. = Colonel
  - Hon. = The Honorable

# Mailings: Addressing Guidelines

## DOCTORS:

- Male is a DOCTOR: Dr. and Mrs. John Doe
- Both are DOCTORS: Drs. Jane and John Doe
- Female is a DOCTOR: Dr. Jane Doe  
Mr. John Doe  
(if male is main invitee, he will go first)
- If female has a different last name:  
Dr. Jane Smith  
Mr. John Doe

# Mailings: Addressing Guidelines

## ADDRESSING SUITE/APARTMENT/NUMBER:

- Incorrect:

Mr. Dudley Jones  
Suite 10  
1001 Wrong Street  
Los Angeles, California 90007

- Correct:

Mr. Dudley Jones  
1001 Right Street, Suite Ten  
Los Angeles, California 90007

OR

Mr. Dudley Jones  
1001 Right Street  
Suite Ten  
Los Angeles, California 90007

# Mailings: Addressing Guidelines

## NAMETAGS:

- Standard font for all nametags is Monotype Corsiva, 24pt. The first name should be centered on one line and the last name should be centered on a separate line. Only use a smaller font if the guest name is extremely long. Nametags should always be peeled and handed to guest. The nametag should go on right side of the chest.

# Mailings: Addressing Guidelines

## NAMETAGS:

- DO NOT include titles or salutations.
- Incorrect: Dr. Dennis Jones
- Correct: Dennis  
Jones
- DO NOT include middle initials in nametags.