



Office of Special Events and Services

Introduction

Mission Statement

The Office of Special Events and Services creates and manages extraordinary events utilizing superior customer service for our University clients (Development and Alumni Affairs, Executive office and schools/colleges/divisions) to increase brand awareness of Wayne State University.

What is a Special Event?

At Wayne State University, a special event is defined as a non-academic activity consistent with the mission of the institution and sponsored by or with the cooperation of a university unit. Special events may be educational, problem solving, fund-raising, strictly social, celebratory or solemn in nature.

What are the Responsibilities of the Office of Special Events and Services?

The Special Events and Services (SES) office of the Division of Development and Alumni Affairs plans and manages activities hosted in partnership with staff and volunteers in the President's Office, the Development Office, the Alumni Relations Office, the individual schools and colleges and alumni constituent groups. Specifically, SES is responsible for:

- Presidential events when more than 25 people are expected to attend;
- Specific events assigned by the President of the university or the Vice President for Development and Alumni Affairs;
- Large university-wide events;
- All Development Office events;
- Development events for schools, colleges, centers or institutes;
- School or college events when at least 40 percent of invitees are donor prospects;
- All Alumni Association events.

Function and Services:

The SES office functions principally as a facilitator, ensuring the details of preparation take place on time and according to plan, and as a coordinator, assisting with the on-site logistics of an event.

As a professional service, SES centralizes planning to ensure high-quality events that meet clients' objectives. This requires not only technical event-planning skills, but also attention to the requirements of group interaction and a working familiarity with the university's hospitality and technological resources.

In serving clients, SES may advise on or participate in arrangements for site selection, food service, meeting space, audio-visual equipment, publications and marketing, logistics and coordination of the event itself. Its miscellaneous program support may include such services as the production of rosters, nametags, certificates, etc.

SES may also provide

- Advise and counsel on best practices for special events and event management protocol
- Assistance with developing programmatic elements
- Help with coordinating timely Invitation design and printing
- Support with reservation management and guest registration functions
- Assistance with selecting themes, staging and decor
- Help coordinating volunteer staffing
- Ordering audiovisual equipment
- Coordinating parking and security
- Conducting VIP tours

Event planners also may provide guidance to clients in program design, timelines, and scheduling and financial issues. SES staff help clients identify their responsibilities and will provide a timeline tailored to the event as program parameters take shape.