



Office of Special Events and Services

Protocol and Guest Relations

Executive Briefing

Please see *Presidential, BOG, Community Affairs and Cabinet Requests and Protocol*.

Seating

If assigned seating is being used at the event it should be decided and prepared once all the RSVP's have come in. Guest(s) of honor should receive priority seating and be seated with other VIP guests. Special attention should be paid to guests who may have speaking roles, or guests who may be asked to approach the stage or another area of the room.

Some events may be best served by preparing two seating lists: one in alphabetical order and one by table number. One or two staff members should be assigned as table captains to ensure that the seating process is handled properly and field any problems for the event manager.

Introduction of Guests/VIPs

The following people should always be formally recognized during an event:

- Wayne State University Board of Governors, president and executive officers
- Elected officials (representatives, state senators, local elected officials)
- Guests of honor/head table and other significant guests
- Foundation Board Members

Staffing Needs

Staff needs are determined by the type and scale of event. When communicating with professional and volunteer staff be sure to clearly convey expectations regarding report time, any clothing expectations or leniencies, expected quit time, and detailed description of individual role. When coordinating with other units on campus, be sure to discuss responsibilities so that all tasks are appropriately staffed.

It is helpful to assign a staff person to manage different volunteer roles. In all situations, it is best to have a staff person managing registration and table seating.

Volunteer Needs

The University's key groups of volunteers are students, followed by alumni. Coordinating and communicating volunteers should be included in your event planning process. Volunteers should always be well briefed with responsibilities and expectations clearly communicated. Be sure to include appropriate lead-time in training or briefing volunteers and provide direction and monitoring during the event.



Office of Special Events and Services

Presidential, BOG, Community Affairs and Cabinet Requests and Protocol

The requests of attendance for any official representing the university need to be done as soon as the date of the event is chosen.

Presidential Requests:

As President Noren works to build relationships and opportunities for the university, it is very important that he have the appropriate background information and remarks for the events he is attending. This information must be as complete and up-to-date as possible. The appropriate briefing materials will help him understand the nature of your events, and the role he is to serve. In instances where units have asked that the President deliver remarks, it is imperative that he receive background information and an overview of the key issues for the staff to use in crafting those remarks, or in editing suggested bullet points that may have been submitted for his use.

To provide consistent information across all units, for all events, some forms have been developed for your use. Please follow the steps below in submitting requests for the president's participation in events for your school, college or division.

1. Complete a Speaking Engagement/Event Participation Request Form* as soon as you are aware of the request, and submit it to Devan Safford, Assistant to the President, 4200 FAB, or at devan@wayne.edu.
2. Once you receive confirmation that President Noren will participate in your event, please complete the briefing template*, which includes an event summary, timed agenda, and talking points.

*Click here for Participation Request Form

President Noren has asked that briefing materials be provided to him as much in advance as possible, and no later than one week prior to the event. Therefore, please forward all pertinent briefing information directly to Devan Safford via e-mail (devan@wayne.edu) by 9:00 a.m. one week prior to your scheduled event. Please contact Devan at 577-2163 if you have any questions or concerns, or for additional information regarding this process.

Any university official attending an event he must be provided briefing materials. The briefing materials should be delivered to the appropriate official assistant 48 hours prior to the event. If the official is to speak, remarks are to be submitted 72 hours prior to the event. The briefing book is made using the following paper products:

- Avery 1” black 3 ring-binder with clear view cover
- Office Max brand index dividers with white Labels (OM97171)
- Avery easy peel labels (5267)

The briefing book should have the following sections in this order

- Timed Agenda - A minute by minute agenda of the entire event. Please see samples for format. This document is created in Microsoft Word using the table tool.
- Executive Summary – The executive summary is a one page overview of the event highlighting key participants, important facts, high-level attendees, event purpose, event description, room diagram.
- Remarks – The remarks should be submitted to the appropriate office 72 hours prior to the event. The briefing book should include a complete set of remarks.
- Script – If the event has a complete script that should also be included.
- Participant bios – brief snapshots of important guests or honorees should be included, especially if the official is going to be seated with guests.

Things to Remember:

Participant bios can be requested through research services by contacting Heather Marzynski at (313) 577-8757 or email at ah0376@wayne.edu

Include as much information as possible regarding the participant.

- Menu
- Invitation
- Press releases or other auxiliary information related to the event.

When requesting attendance of University officials please contact the following offices.

President – Assistant to the President	7-9346
Board of Governor Member – Secretary to the BOG	7-2034
Government Officials – Manager of Administration	7-1262
Cabinet	
VP Development and Alumni Affairs – Assistant to the VP	7-2179
Provost – Special Assistant to the Provost	7-4450
VP Finance and Facilities Mgt. – Assistant to the VP	7-5580
EVP and Chief of Staff – Assistant to the EVP	7-2389
VP Research – Assistant to the VP	7-4442
VP Government Affairs – Manager of Administration	7-1262
General Counsel – Assistant to General Counsel	7-2268