

## Effective & Efficient Planning of Research Events

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# Event Organization: Considerations



- Objective(s): what is the intention of the event? What is the report/item/person you wish to showcase?
- Scheduling: review w/ key people to establish optimal time/date
- Budget: small vs. large, single vs. shared
- Venue: audience size, how they might move through the space
- Guest speakers: select based on current and future objectives; *TRY* for dynamic speakers; consider internal vs. external
- Communications: what should be communicated before, during, and after the event? Media?
- Audience & stakeholders: establish a clear understanding of what is important to them
- Key messaging: what is imperative to relay / have received?

# Event Organization: Planning

- Workback / Critical Path: long term document that assists event planning, organizing, managing duties, tasks, etc.
- Plan as much in advance as possible (e.g. Convocation, Royal Visits)
- 'Save the Date' can help numbers and book schedules but not always practical.
- Guest List (VIPs, Chancellor, President, faculty, stakeholders, public, etc.)
- Itinerary / Roll-Out: imperative for all players (typically evolves)
- Speeches: monitor to avoid duplication
- MC, stage manager, registration, media controller, etc.
- AV (i.e. screens, videos, mics,...), musicians, name tags, gifts?
- Catering: dietary / cultural / religious requirements
- Accessibility
- Security
- Program and/or material to distribute at the event?
- Photographer / Videographer: ensure players know when to pause to pose
- York branding
- Temporary use of university space permit as required
- Be prepared for the unexpected! (e.g. Hail & Farewell)



# Overarching Goals of Event



- Develop **Communications Plan** for event. This helps
  - to strategize – maximize the opportunity
  - to reinvigorate basic principles (value proposition) and
  - to align the event with objectives of the Faculty and larger context (York and VPRI)
- Communications **goals** that we all share:
  - to raise awareness of York’s growth as a leading research-intensive institution
  - to advance York’s position within top 10 Canadian universities for research impact
  - to elevate the profile of York as a global research entity
  - to showcase York research by reinforcing its value (ROI) to stakeholders
  - to position York as a primary research resource to government(s) and industry and
  - to communicate the benefits of partnering with York research/researchers, to help facilitate and nurture external partnerships

# Resources in Faculty of Health & Beyond

- **Resources inside Faculty of Health**
  - Bring ideas for the event to Frank (and Cheryl Corson) in Communications
  - Research Office – Sarah Whitaker, Director Research & Partnerships
  - Julie Castle in Health, Campaign Director – works with Advancement
- **Resources external to Faculty of Health**
  - Other Offices on campus that support event planning – i.e. Advancement (Peter) if event ties in with major donation or announcement



# Internal Stakeholders to Consider

- President
- Chancellor
- UE&C
- Board of Directors
- Senate
- VPs
- Advancement (Donors / Alumni)
- Deans
- Communications & Public Affairs (C&PA)
- College Heads
- Organized Research Units
- Research Chairs
- Senior staff, policy and decision makers
- Notable faculty members
- Department Chairs
- Students (especially grads and post docs who often feel left out)

## Other Things to Consider

- MACH form to invite the President:  
<http://president.yorku.ca/contact/presidentsparticipation/>
- Who needs to know about your event/what you are announcing?
- Can you leverage their support? (i.e. what can they do for you?)



# External Stakeholders to Consider

- Government: federal, provincial, municipal (note: Chief of Government and Community Relations)
- Minister Petitpas (fed), Minister Elliott (prov)
- Hospitals, healthcare facilities, healthcare administrators,...
- Agencies (e.g. CIHI, CAHO, StatsCan)
- Funders (e.g. NSERC, SSHRC, CFREF, CFI)
- Canada Research Chairs (fed); Ontario Centres of Excellence (provincial); Ontario Research Fund
- Thought leaders: André Picard, Michael Decter, Tom Closson, Josh Tepper
- Industry partners
- Prospective faculty and research collaborators
- Advancement (Donors / Alumni)
- Honorary doctorates (e.g. Dean McDonald feted Dr. Frances Shepherd, international medical oncologist recognized for her scientific research on lung cancer)



# External Stakeholders from Research World

- **Larger research community:** National and international researchers including and especially those working on joint research projects with York researchers
- York is No. 1 in Ontario for global collaborative research publications – 54% of our publications have international collaborators
- **Entities that advance global scholarship**
  - Scholarly journals
  - Academic publishers
  - Higher education in general including Canadian and international universities





# External Stakeholders from Research World

- **Research hubs** like CIFAR, Canadian Institute for Advanced Research
- **Think tanks** like Wellesley Institute or Institute for Work & Health
- Organizations making research more accessible like Evidence Network
- Research Impact Canada, of which York is founding member
- **Lobbyists and associations**
  - Federal: Universities Canada
  - Provincial: Council of Ontario Universities (COU) – ‘Research Matters’ campaign
- **Community and non-profit organizations**, any partners or collaborators



# Communications Resources & Tactics

- Invitations - Listservs
- Existing videos of researchers to show at event
- Social media push-out and engagement including live tweeting at event
- Hashtag for event - create a buzz in advance

## Media

- Dissemination: *YFile* announcement, in “Featured Events” section (Jenny Pitt-Clark)
- York Media Relations – Barb Joy’s team in C&PA (Frank works with Anjum Nayyar). They handle all major media
- Example of Laurence Harris’ Tumblr room



### The Scoop



Osgoode Professor Poonam Puri and colleagues from four universities present "Piercing the Corporate Veil: Multinational Corporate Accountability" Nov. 15 and 16. Former Supreme Court of Canada judges Louis LeBel and Ian Binnie will deliver keynote addresses at the conference.

### Featured Events

[Wabaan Indigenous Teacher Education BEd ??? INFORMATION SESSION](#) – Nov 06, 5:30 pm

[Founders FUNdraiser for Education Beyond Borders](#) – Nov 07, 11:30 am

[Building Collaborations and Partnerships in the ! Social Sciences and Humanities](#) – Nov 08, 10:00 am

[Volunteer Fair](#) – Nov 08, 10:00 am

### York in the Media

York University exploring all options to save new Markham campus

### MEDIA ADVISORY: Tumble and roll with York U's newest equipment – join us for an interactive technical briefing

🕒 November 16, 2016 📌 Advisory, Centre for Vision Research, new equipment



**TORONTO, Nov. 16, 2016** – Are you ready to tumble? York University's Centre for Vision Research has three new pieces of equipment to study how motion and gravity affects perception, which could have implications for astronauts and regular people alike. Media will be able to try out the equipment at an interactive technical briefing and open house Wednesday morning.

Take a tumble in the tumbling room. Can you tell which way is up or down in a room that can **spin** 360 degrees? Have a seat in the suspended chair and rotate 360 degrees either with the room or separately, and see if you know whether it was the room or the chair that moved.

“The equipment is used to help determine how perception and movement work together and that can have implications for the elderly and for astronauts navigating in space,” says [Laurence Harris](#), director of York U's Centre for Vision Research.



*Psychology Professor Laurence Harris, director of York University's Centre for Vision Research, takes a spin in the new tumbling room*

*York U Professor Laurence Harris taking the chair in the tumbling room for a spin*

# Example of Laurence Harris' Tumblr room

# Internal Publications to Consider

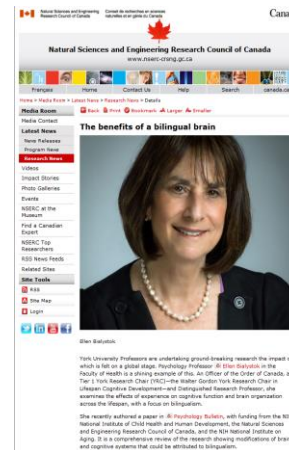
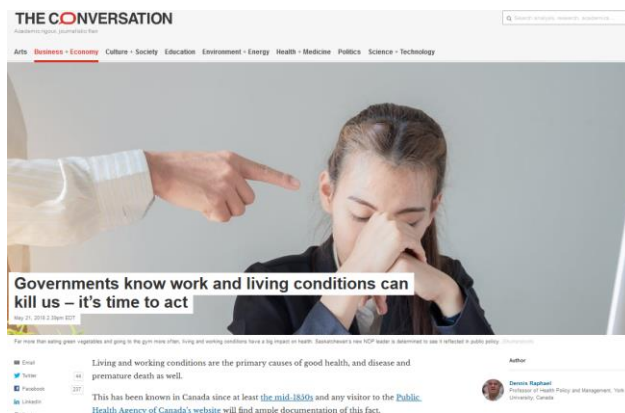
- Beyond an event announcement in *YFile*, you could consider submitting articles on related research in:
- ***York University Brief*** (from President's Office), contact: Laksh Vig
- Graduate Studies newsletter ***FGS News***, contact: Christopher Douris [fgsnews@yorku.ca](mailto:fgsnews@yorku.ca)
- **Alumni publications** – York U Alumni magazine, contacts: Rod Thornton, Deirdre Kelly or Scott Lougheed

## The York University Brief Newsletter



# External Opportunities & Resources

- Encourage researchers to write original related article for **The Conversation Canada**. We have a one-year trial
- These stories can get picked up by external mainstream media
- Examples of health-based contributions from Dennis Raphael, Pat Armstrong and PhD student in Kinesiology & Health Science
- **Research Canada** ([@ResearchCda](#)) – focus on health – often regenerates York stories on their media portal: Twitter account [@hri\\_portal](#)
- Agencies like **CIHR or NSERC** could retweet your news about the event or a specific researcher
- Revisit your list of external stakeholders and consider how they could be leveraged to support your efforts



# Handouts & Resources

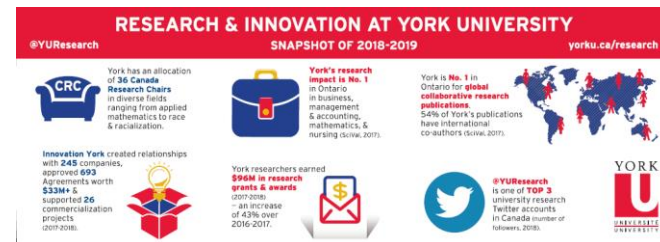
## Handouts

- Faculty of Health “Impact Report 2018-2019”
- VPRI Infographics flyer



## Banners

- Faculty of Health banner (pending)
- VPRI banner



## Resources\*

- **Sample:** VPRI Master Planning List for Research Celebration
- **Sample:** VPRI Final Program Roll-out for Research Celebration

\*\* These materials are confidential. Please do not release outside of York.

Questions?



Thank you

