



UNIVERSITY CONSTRUCTION

EVENT GUIDE & TOOLKIT

**UNM'S APPROACH TO COORDINATING EVENTS
MARKETING / COMMUNICATIONS,
& CLIENT RELATIONS**



CONTENTS

4	Planning Committee & Date Selection
---	--

5	Guest Lists
---	--------------------

6-9	Timeline & Checklist
-----	-------------------------------------

10	Event Preparation
----	------------------------------

11	Event Accessibility
----	--------------------------------



From Blueprint to Celebration

YOUR ROLE IN UNM'S HISTORIC MILESTONES

Every construction ceremony at UNM represents more than just a moment in time — it's the start of something transformative. **These events — ground breakings, beam signings, site blessings, ribbon cuttings and grand openings — are celebrations of progress, reflections of collaboration, and are a glimpse into the future we're building together.** As someone empowered with bringing these milestones to life, your role is pivotal in shaping how we share these achievements with our community.

This guidebook is more than a set of instructions, it's your partner in planning. Thoughtfully crafted to help you every step of the way, it simplifies the process and ensures you're never navigating alone. Whether you've planned events before or are entirely new to this, you'll find clear, actionable guidance to help your new facility shine.

Event Host

The project event host uses this document as a guide and toolkit

KEY CONTACTS

UNM Government Relations

Political candidates or government positions attendee outreach, communication and coordination

UNM Marketing & Communications (UCAM / HSC MarCom / CES)

UNM News, public relations, creative services, website editing, and media outreach

Facility Services

Event setup, maintenance, and technical needs

UNM/UNM Hospital Parking & Transportation Services

Event parking arrangements

UNM Food

Catering, full food and beverage services for events

ASUNM / GPSA

Student-related events coordination

UNM Police Department

Police services, event security

MORE INFO

<https://goto.unm.edu/capital-event-planning>



PLANNING COMMITTEE & DATE SELECTION

COMMITTEE MEMBERS

- **Representative from the project event host, managing event delivery**
- Construction Project Manager (Facility Services, Health Sciences, UNMH, Athletics)
- Marketing & Communications representative from UCAM / Health Sciences MarCom / Campus Environments & Services (CES MarComm)
- Facility Services Special Activities Manager
- Government Relations liaison

Project Specific Representative Examples, as needed:

- CES Vice President's Office representative
- Senior Communications and Marketing Manager, Office of Academic Affairs
- Student Events Manager
- Representative from UNM Foundation

Role Assignments

Clearly outline responsibilities for tasks such as logistics, media, guest management, timeline, etc., in a shared working space such as Microsoft Teams or Smartsheet.

DATE SELECTION

Choose a date that accommodates key attendees below and avoids major conflicts, check the central UNM Calendar: <https://unmevents.unm.edu>

Reach out to UNM VIP support staff to collectively select a date that works with their schedules.

- President
- Provost
- Executive Vice President for Health Sciences
- Executive Vice President for Finance and Administration
- President of the Board of Regents

Once a date has been selected, a Microsoft Calendar invitation must be sent to all VIPs as soon as possible to reserve the date on their calendars.



GUEST LISTS

UNM PRIORITY GUESTS

Focus on key stakeholders such as university leadership, regents, major donors, representatives from partnering organizations, and alumni.

Want the invite list?

<https://goto.unm.edu/capital-event-planning>

Campus Representation

Include representatives from student organizations, student government (ASUNM/GPSA), faculty senate, staff council, and student body to emphasize community involvement.

Media & Public Relations

Consult with UCAM's Communications team to align

on media relations. They will invite members of the press and local media to ensure coverage.

Architect, Contractors and Project-specific Contributors

Representatives from the contributors to the project are also appropriate to invite and acknowledge at events.

POLITICAL & GOVERNMENT-AFFILIATED GUESTS

Requests involving political candidates, state employees, or government-appointed positions **must be coordinated through UNM Government Relations** (govrel@unm.edu).

October 2024 UNM Enrollment | Lobo Welcome Center Ribbon Cutting



TIMELINE & CHECKLIST

This checklist and timeline is based on typical event timelines. Timing and logistics requirements for specific events may require modifications as needed.

6 MONTHS BEFORE EVENT

Stakeholder Engagement

Assigned To: _____

Confirm core project stakeholders and planning committee members

Conduct an initial planning meeting to outline objectives, budget, and key roles.

4 MONTHS BEFORE EVENT

Location & Vendor Selection

Assigned To: _____

Select and confirm the event location, ensuring it meets ADA requirements and has necessary facilities.

Begin contacting vendors for tents, seating, AV equipment, and catering. Obtain preliminary quotes and finalize budget allocations.*

Start planning for promotional items or event decoration items if desired, shipping early for on-time delivery.*

Initial Planning

Assigned To: _____

Begin drafting the plan, including an overview of the event vision, purpose, and initial logistical needs.

Set preliminary budget parameters and identify any specific funding or sponsorship opportunities.*

Preliminary Communications

Assigned To: _____

Draft “Save the Date” notifications and initial marketing materials for primary guests and key media outlets.

Save the Dates

Send “Save the Date” notifications to essential invitees, including UNM leadership, major stakeholders, donors, and elected officials (must be coordinated with UNM Government Relations).

Logistics & Vendor Contracts

Assigned To: _____

Finalize contracts with vendors for catering, AV, decor, and event rentals.*

Develop a logistics plan, including parking, way-finding, and access for guests with disabilities.

* Funded by project event host



November 2024

UNM Health Sciences
CON-PHE Ribbon Cutting

Media & Marketing:

Assigned To: _____

Begin preliminary coordination with UNM's Marketing & Communications teams on media outreach and initial promotional planning, and graphic needs.*

Connect with CES Marketing & Communications to compose talking points for "key media contact" from UNM Site Department (Dean/ Vice President/etc.) to use for external media interviews that includes: funding source, renderings, facility specifications, etc.

3 MONTHS BEFORE EVENT

Guest List & Invitation Drafting

Assigned To: _____

Draft the formal invitation and begin assembling the full guest list, including stakeholders, media, community leaders, and campus representatives.

Event Program Development

Assigned To: _____

Outline the event program, including key speakers, sequence of activities, and timing.

Safety & Security Planning

Assigned To: _____

If needed, engage with UNMPD to review safety protocols and security needs, including crowd control, emergency response, and VIP protection.

If needed, EHS requires all special events and tent/membrane structures applications to be submitted at <https://ehs.unm.edu/special-events>

2 MONTHS BEFORE EVENT

Send Invitations & RSVP Tracking

Assigned To: _____

Distribute formal invitations to all invitees, with RSVP tracking included.

Speaker Confirmation

Assigned To: _____

Reach out to key speakers:

- Event Emcee
- Welcome Speaker
- Opening Remarks / UNM Land Acknowledgment
- Site History & Project Future

* Item funded by project event host

Event Production & Staffing

Assigned To: _____

Assign committee members or department contacts for specific event-day roles, such as guest reception, media escorting, and technical support.

Rehearsal Planning

Assigned To: _____

Begin planning for a rehearsal of the event, especially for speakers, AV staff, and other key personnel.

Event Parking

Assigned To: _____

Contact UNM Parking & Transportation Services (PATs) and/or UNM Hospital Parking and Transportation to arrange event parking, book shuttles and communicate traffic impacts at pats.unm.edu/event-planning

1 MONTH BEFORE EVENT

Finalize Logistics and AV Setup*

Assigned To: _____

Confirm all AV needs, including microphones, sound systems, lighting, and recording equipment.

Arrange for key event props

Speaker Coordination

Assigned To: _____

Confirm speakers and provide a draft of their talking points, highlighting key themes such as project funding, history, and future benefits.

Review RSVP List & Final Guest Count

Assigned To: _____

Confirm RSVP's, adjust guest accommodations as needed, and finalize seating arrangements.

Media Briefing & Publicity

Assigned To: _____

Work with UCAM, CES Marketing & Communications and Health Sciences Marketing & Communications to provide media outlets with background information, event highlights, and talking points.

2 WEEKS BEFORE EVENT

Run-of-Show Finalization

Assigned To: _____

Finalize the event's run-of-show document, detailing each segment with time allotments, speaker order, and transitions.

Pre-Event Rehearsal

Assigned To: _____

Conduct a full rehearsal, ideally at the event location, to ensure smooth transitions and AV functionality.



UNDERSTANDING THE IMPORTANCE OF THE LAND ACKNOWLEDGMENT



A land acknowledgment recognizes that The University of New Mexico (UNM) occupies ancestral Indigenous lands and respects the enduring relationship Indigenous communities have with this land. This acknowledgment serves as a moment of respect, awareness, and connection that frames The University's commitment to inclusivity and respect for diverse histories.

PURPOSE OF A LAND ACKNOWLEDGMENT

This practice educates The University community, visitors, and attendees about the importance of this history. By formally recognizing Indigenous land, UNM underscores its dedication to honoring and uplifting Indigenous communities. This acknowledgment aligns with UNM's mission of fostering an inclusive environment that respects and reflects diverse identities and cultures.

WHO SHOULD PRESENT THE ACKNOWLEDGMENT

A member of the event's opening speakers, ideally someone in a University executive or leadership role, should read the land acknowledgment to show institutional commitment.

The land acknowledgment is usually presented at the start of the event, setting a respectful and inclusive tone.

Incorporating a land acknowledgment is not only a formal gesture of respect but also a meaningful step toward inclusivity, awareness, and reconciliation, aligning with UNM's values and mission to honor the rich cultural landscape of New Mexico.

Final Media Push

Assigned To: _____

Issue any last press releases and make final contact with key media representatives.

1 WEEK BEFORE EVENT

Final Checks

Assigned To: _____

Confirm attendance with VIP guests, speakers, and media.

Verify that all logistical elements, including signage, seating, and technical setups, are ready.

Staff Briefing

Assigned To: _____

Hold a final meeting with event staff to review their roles, the event timeline, and contingency plans.

EVENT DAY

Event Execution

Follow the run-of-show, ensuring that each component transitions seamlessly.

Coordinate live media coverage and conduct interviews as scheduled.

Guest Management

Ensure smooth guest arrival, way-finding, and support for any on-site needs, including accessibility.

POST-EVENT FOLLOW-UP

Thank You & Feedback

Send thank-you notes to VIPs, speakers, and major participants.

Collect feedback from team members and guests to improve future events, committee meets to debrief.

Media & Documentation

Share post-event photos and media coverage with stakeholders.
Archive key materials for future reference.

EVENT PREPARATION

*UNM Project Client Funded

Service & Labor Rates for UNM Facility Services

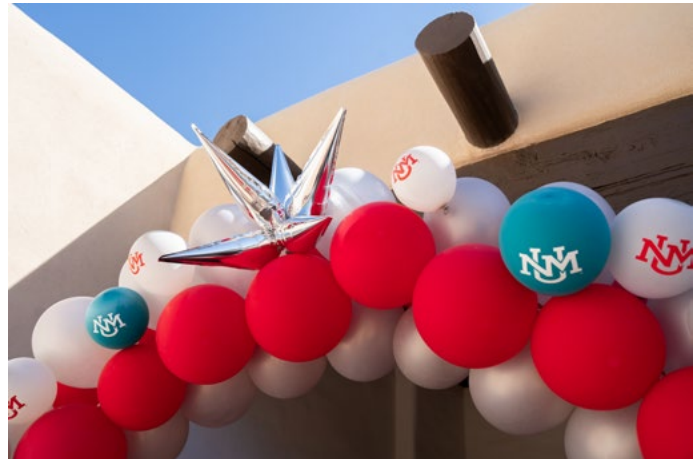
<https://fm.unm.edu/services/special-activities-and-movers.html>

Guidelines for Outdoor Events at The University of New Mexico

<https://fm.unm.edu/assets/documents/outdoor-event-form.pdf>

For outdoor events, please utilize our Outdoor Event Guidelines for tent setup, the use of portable toilets, trash removal, information on food vendors, etc.

Additionally, per Guidelines for Outdoor Events, **all outdoor Central Campus events at The University of New Mexico must be sanctioned through the Student Activities Center (SAC)**, sac@unm.edu, except for those events held and scheduled on Johnson Field (recsvcs@unm.edu). SAC & Johnson Center representatives will assist in determining space requirements and grant permissions for the requested areas.



Event Decorations, Food, Set-up and Materials

Decorations, food, labor for event set-up and any extras such as signage and printing are the responsibility of the event host.

Additionally, decorations and visuals are required to follow UAP 6110: Environmental Health & Safety. Consider risks of event items, like fire risk, smoke inhalation, or sudden loud noises.

When in doubt, check with EHS first. Guests should be advised of any out-of-the-ordinary occurrences, such as loud noises, smoke, lighting or visuals to protect their well-being.

Extra food left over after a catered event?



Additional food can be donated to LoboEats to provide food to those in need as part of the UNM Basic Needs Program.

To donate at the end of a catered event, download the LoboEats app on the App Store for iOS, or on Google Play for Android. You can then post food availability for members of the UNM community.

EVENT ACCESSIBILITY & ACCOMMODATIONS

These recommendations can be utilized for accessibility at your event.

TEMPORARY RAMPS

If the event location has steps or uneven terrain, install temporary ramps to provide wheelchair and mobility aid access. Confirm the ramps meet ADA slope and weight capacity standards. Clearly mark accessible routes with signage to guide attendees. Work with Facility Services Special Activities to arrange.

PROXIMITY PARKING

Select a location near parking areas with designated accessible spaces. Arrange drop-off zones close to the event entrance for attendees with mobility challenges. Provide attendants if needed for assistance.

SEATING OPTIONS

Offer a variety of seating arrangements, including chairs with back support, for those unable to stand for extended periods. Reserve seating areas for guests with disabilities, seniors, and others who may need priority accommodations.

SIGN LANGUAGE INTERPRETING & TRANSLATION

Arrange for a certified American Sign Language (ASL) interpreter to be present during the event. Position the interpreter where they are visible to the audience.

For events with multilingual attendees, offer translation services in Spanish or other relevant languages. Use a professional interpreter or translation headset system to ensure accurate communication.

The Accessibility Resource Center (ARC) Deaf and Hard of Hearing Services (DHHS) schedules interpreters/captionists for campus events. **Contact DHHS@unm.edu to arrange.**

ON-SITE ASSISTANCE

Station staff or volunteers to assist with directions, seating, or other attendee needs during the event.

Can guests get to the location easily?





Questions?

Contact UNM Campus Environments & Services
at cespr@unm.edu