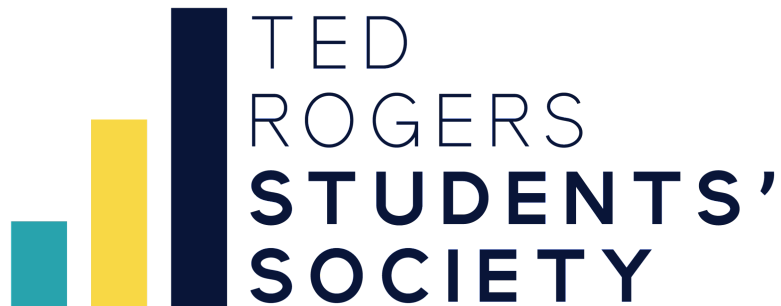


Step by Step Events Process Guide



Ted Rogers Students' Society
2023 - 24

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Room Bookings

For TRSM

1. Reach out to TRSM Facilities - they will put in a **hold** for the space (auditorium, classrooms, CPA Lounge, TRS Commons)
Email: trs.events@torontomu.ca (Room TRS - 1 - 009)
- Provide date of event (and if possible, two alternate dates you would take if your preferred date is not available).
- If the individual booking the room is not the same person that is organising event logistics, **be sure to provide the name and contact information of the events coordinator in the body of the email.**
- Ensure you connect with the TRS events coordinator in advance to go over logistical set up information **at least three weeks in advance of the event** to meet TMU deadlines for set up submissions.

Email Template:

- ▶ Subject Line
 - ▶ Include the Student Group: Event Name and Date of the specific Event (i.e. TRSS: Summer Symposium – July 19th, 2023)
- ▶ Body
 - ▶ Include a basic message indicating who you are, and the event you are booking your space for. Please indicate the date and time of the event in the email.
 - ▶ Bullet Points are the best
 - ▶ The more information the better
 - ▶ Attach your Event brief before sending your email

TRSS Alcove

2. ExploreTMU (formerly ConnectRU) submission
 - a. [Link to Website](#)
3. Keep in contact with Facilities! They will help accommodate attendance and furniture updates

For Non TRSM

** do not reach out to our facilities team**

1. Book venue through appropriate link
 - [Sears Atrium Booking Link](#)
 - [Campus Pub / Oakham Cafe](#)

- [Mattamy Athletic Centre](#)
- [SLC](#)
 - Email: slchelp@torontomu.ca
- [Oakham Lounge, Student Centre Lobby, Others](#)

2. ExploreTMU submission

[ExploreTMU Guide](#)

*ExploreTMU can take a while to get approved since they approve every event done by the school, so don't worry if it takes some time!

AV Process for TRSM

- CPA and Commons:

The Facilities office automatically sends out an email with a locker and code to pick up a media kit either the day before or morning of the event. The media kit includes one of each of the following:

VGA Cable
HDMI Cable
Microphone
I-Clicker
Extension Cord
Projector Remote

- Classrooms:

The podium is the main access point for tech in the room, the Facilities office sends out podium and wifi access codes to each event taking place in a classroom the day of the event (the password changes everyday). Outside of the projectors and ceiling speakers there should be 1 pin on mic in each podium drawer and a mic attached to the podium. Again if additional equipment is needed Media Services must be contacted.

- Bootcamp Labs

There should always be equipment and projector access automatically in the room 24/7 so you would only need to contact media services if there is any additional equipment needed. Instructions on how to use the projectors is posted on the wall in the room.

*Other than that Bizhelp is the on-site tech support for events, you can stop by their office at 1-154 or call them from any classroom phone and they will provide as much support as possible.

Mandatory Event Creation Steps for TRSM Student Groups

This is the guide that all TRSM student groups should follow as you create events. It outlines the proper format for event title, description, and order form to follow to ensure consistency. As long as you complete this process, your event will show in the [automated calendar](#) and you won't need to send attendee data.

Start by clicking on the type of event which you are organizing to jump to the relevant

section  [Free Events \(Eventbrite\)](#) or [Paid Events \(Blackthorn\)](#)

[Notes & FAQs](#)

Eventbrite Guide (for free events)


[*Student Group eventbrite links](#)

Step 1: Consistent Event Title & Event Category Format

To make it easy for students we need a consistent event naming convention and description. This will also allow us to better track student engagement across TRSM. Follow the naming convention below for your event title/name:

Event Title Format: **Name of event** (format either virtual or in-person) | **[date with year]** at **[time]** **[Event Category]**

- Virtual example: **So you think you can pitch** (Virtual) | **Jan. 12, 2023** at **2 p.m.** **[Professional]**
- In-Person example: **Hollapalooza (Karaoke x Charity)** (In-Person) | **Jan. 14, 2023** at **3 p.m.** **[Social]**

 **Note on character limit:** For event titles in Eventbrite, there is a 75 character limit, so if you need to shorten the event title, take out the time or date but it is important to always include the category (social, professional or academic) at the end. For example: Instead of: So you think you can pitch (Virtual) | Jan. 12, 2023 at 2 p.m. [Professional] use: **So you think you can pitch (Virtual) | Jan. 12 [Professional]**

[Check the category table](#) to identify which category your event falls under: Academic, Social, Professional

Important note: As seen above, the event category should be added at the end of the event title and should be placed between two square brackets: [Social] - this is important because that is how your event is pulled into the master student group Tableau calendar accessible on the TRSS site.

Step 2: Consistent Description Format

Ensure to have the following 6 fields in your description:

- Target Audience**
- Description & Outcome of event**
- Dress Code**
- TedPoints Earned**
- No-Show Policy Language**
- Cancelling your registration**

Example of description below. Ensure that you **copy and paste the following sections after your event description and outcome from below for consistent language: TedPoints Earned, No Show-Policy, Cancelling your registration.**

Event Title: Co-op on your mind? (Virtual) | Sep. 20, 2022 at 1 p.m. [Academic]

Target Audience: Ted Rogers School students only in 1st year

Description:

This 1-hour session is being facilitated by [Tanya Skydan](#), a Career Consultant who brings her campus recruitment experience, helping companies like IBM, Rogers, CIBC and many more to hire students and recent grads.

Outcome: Understand what the co-op application process looks like, what the co-op team looks for, and what to do now vs. next steps to strengthen your eligibility and application for the Ted Rogers Co-op program.

This one-hour session will cover the following:

- Requirements to be eligible for the Ted Rogers Co-op program
- Process of applying from start to finish
- Good vs. bad examples of a cover letter and resume
- How to showcase your experience (even if you don't have work experience)
- Information on the online video interview
- Open space to ask any questions

Dress Code: Business casual

TedPoints Earned: 1 TedPoint | Participation at this event awards you with 1 TedPoint. You can visit the [Fit for Business](#) (FFB) website to learn more about TedPoints.

No-Show Policy:

As a Ted Rogers School student, we prepare you for the industry and that includes your level of professionalism as a business student. That is why we have a **No-Show Policy** in place, meaning when you register for an event you are 100% committed to attending. If you sign up and do not attend three events without cancelling at least 24 hours in advance, you will no longer be able to attend our future events until you meet with the TRSM Manager of Student Engagement.

Cancelling your Registration:

If you sign-up and do not attend, you are taking away a spot from another student. So, if you can no longer attend, you need to [cancel your ticket](#) in advance through the confirmation email you received to avoid being put on the no-show list. You can search the event name in your inbox to retrieve this email.

Step 3: Questions in Eventbrite Order Form

There are three questions that must be added into your order form so we can track TRSM student engagement. Once you create this order form, you can use the same one for all events moving forward. Simply copy and paste from below:

Question 1: What is your TMU student ID?

Question 2: What is your TMU email address?

Question 3: Are you a Ted Rogers School student? (Multiple Choice: Active Student, Ted Rogers Alumni, or No)

Question 4: If you are a Ted Rogers Alumni, what is your primary email address?

Question 5: If you are a Ted Rogers Alumni, what is your current company name?

Question 6: If you are a Ted Rogers Alumni, what is your current job title?

Important note: Ensure questions 1, 2, and 3 are all marked as **required** and that all 6 questions follow the exact order above. For any other custom questions you have, please add them after (not before) the questions above otherwise there will be an issue with the tracking.

Note: When holding collaborative events, please use **only one** of the student group organization Eventbrite pages rather than creating a new organization page. In order to track events and attendees we need them to be held on the Eventbrite organization pages that you have shared with our Student Engagement team in November/December 2022.

Step 4: Alumni Engaging as Part of your Event

If this is not applicable to your event because you don't have any alumni engaging, you may skip this step. If you have Alumni engaging as part of your event as a speaker, panelist, or part of the networking professionals (any Ted Rogers Alumni giving their time to your event) please ensure to fill out your personalized Alumni Data Sheet on their behalf before the end of your event.

Step 5: Request for Dean's Office Speaker

If you require someone from the Dean's office to attend your event please complete the [Dean's office speaker request form](#). If this is not required for your event you may skip this step.

Step 6: Check Attendees in via the Eventbrite App

Ensure that you use the [Eventbrite app](#) to check-in attendees so the no-show policy can be implemented and the data shared with Student Engagement.

Blackthorn Guide (for paid events)

Step 1: Complete the Blackthorn Link Event Request Form

Complete the [Blackthorn Link Event Request Form](#) following the format for the [title](#) and [description](#) as discussed above. Once completed you event will be created in Blackthorn.

Step 2: Request for Dean's Office Speaker

If you require someone from the Dean's office to attend your event please complete the [Dean's office speaker request form](#). If this is not required for your event you may skip this step.

Step 3: Alumni Engaging as Part of your Event

If you have Alumni engaging as part of your event as a speaker, panelist, or part of the networking professionals (any Ted Rogers Alumni giving their time to your event) please make sure to fill out the [Ted Rogers Alumni Intake Form](#) on their behalf before the end of your event. If this is not applicable to your event because you don't have any alumni engaging, you may skip this step.

Step 4: Download the Blackthorn | Mobile Check-In App on your phone

Please download the "Blackthorn | Mobile Check-In" application via the [Google Play Store](#) or [Apple App Store](#) so you are able to check people in for events.

Step 5: Create a Google Calendar invitation to request access to the Mobile Check-In App

To check students in through the Blackthorn Mobile App, you will need to use the account of 1 of 3 members: vp.events@trssociety.ca, president@trssociety.ca, simran.sandhur@torontomu.ca which you will get account details emailed to you on the day of. This must be done **no later than 3 days in advance so one of the authenticators can make sure to be available.**

Create a Google Calendar invitation called: **Reminder: Approve/Authenticate Blackthorn App Check-In**

In the description you can include the name of your event and student group. Set the start time of the calendar invite 30-minutes before your event officially starts so you can gain access prior to checking students in.

In the calendar guest list, you must invite vp.events@trssociety.ca, president@trssociety.ca **Simran Sandhur** and whoever on your team will be checking in attendees.

On the day of your event, you will get an email with the username and password details sent to those on the calendar invite, so you can log in to the Blackthorn app.

Screenshot example of calendar invite:

The screenshot shows a Google Calendar invitation interface for an event titled "Mock Interview by FFB". The event is scheduled for Dec 17, 2022, from 10:30am to 12:00pm. Annotations include:

- A red box pointing to the time field: "If your event starts at 11 a.m., you will have to request for 10:30 a.m."
- A red box pointing to the "Add guests" field: "Since FFB is hosting the event, their email must be in the guest list". The guest list includes FitForBusiness (Organizer), Brad Wells, Simran Sandhur, and Chantal Wong.
- A red box pointing to the description field: "This message must be included in the Google Calendar invitation description following the template". The description text reads: "Hi team, Creating this invitation to request the log-in access to the Blackthorn event check-in app. The event is happening at [Location] from [time]. We'll be using [number of devices] to check-in attendees monitoring by [person 1] and [person 2] from our team. Best,".

Other visible details include the event location, notification settings (10 minutes), and guest permissions (Invite others and See guest list are checked).

h out to

This step is **VERY IMPORTANT** and **MUST** be completed on time. You will only get access to the app on the day of the event.

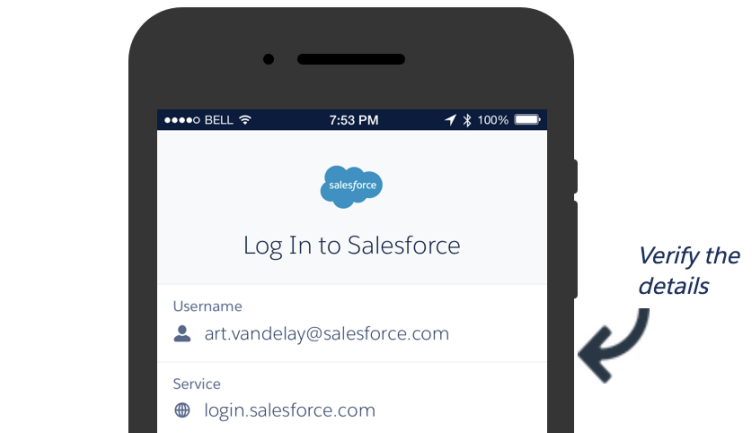
Step 6: Check Attendees in via the Blackthorn App

Once you use the credentials and log in to the app on the day of, a prompt will pop-up and require approval from whoever provided you with the log-in credentials (See image below).



Check Your Mobile Device

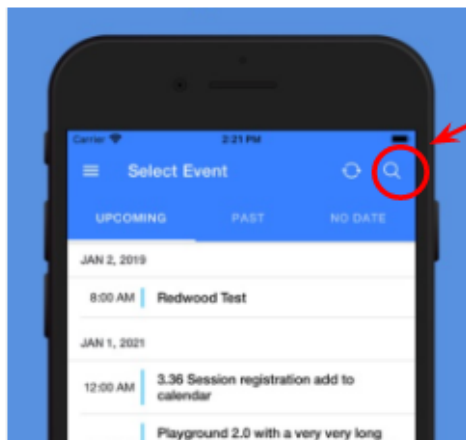
Use Salesforce Authenticator to approve the request to Log In to Salesforce.



[Having Trouble?](#)

Once it is approved (by either President, VP of Events, or Simran), you will get to the home page calendar.

Follow the screenshot to get to your specific event page:



Search the Event name as it is on the Blackthorn page

Click on your event and you will be able to see the list of attendees.

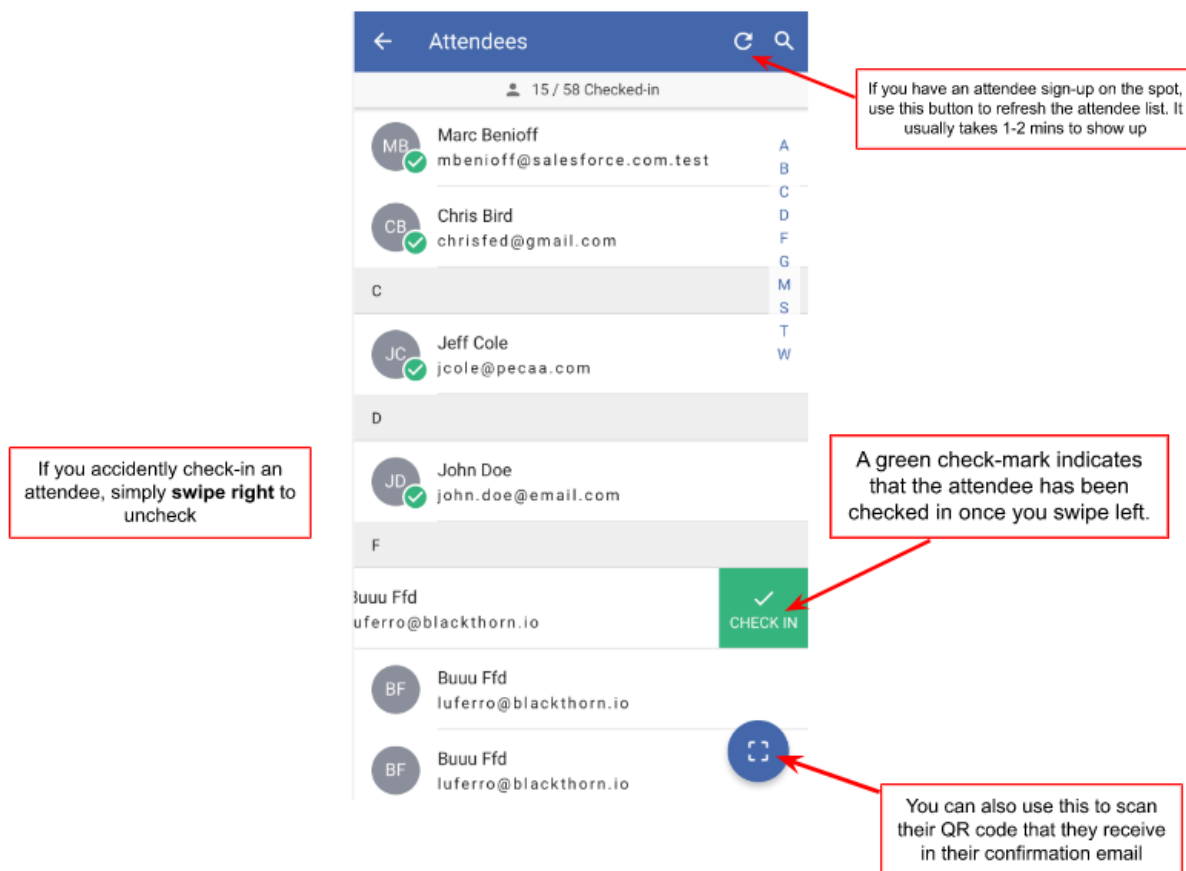
To check-in:

Simply search their last and first name, and **swipe left**.

Accidentally checked someone in?

To correct an accidental check-in just **swipe left again** and the check-in will be undone.

Note: Once you are in the app please **DO NOT close the app or swipe the app up on your phone since you will have to request for access again**. If you have an attendee show up last minute, they must register through your registration link and then you can check them in through your Blackthorn app by refreshing your list.



Advisory Council

[This form](#) is for student groups to request a specific engagement opportunity for an advisory council member. The advisory councils are composed of industry leaders whose collective knowledge and deep real-world experience will support you, the student leaders, through experiential education that is practical, innovative and socially conscious.

[Complete this form](#) if you would like to be connected with a council member. This form does not guarantee that the connection will be made but if there is a best fit, we will ensure to make that introduction.

Ted’s Kitchen Catering

- [Catering Menu](#)
- Email: trs.catering@torontomu.ca

Contracts (if you need to submit a contract)

[Contract Process](#)

Ops Manuals

- It’s super helpful to create a schedule/breakdown of events - so your team is on the same page about everything

Sample WoW ops manual:

Week overview:

	Monday Jan 16th	Tuesday Jan 17th	Wednesday Jan 18th	Thursday Jan 19th	Friday Jan 20th	
9:00 AM						
9:30 AM						
10:00 AM						
10:30 AM						
11:00 AM		Hot chocolate 10-1 PM	Therapy Dogs 11-1 PM			
11:30 AM						
12:00 PM						
12:30 PM						
1:00 PM				Student group fair 1-3 PM		
1:30 PM						
2:00 PM						
2:30 PM						
3:00 PM	Games Day 2-4 PM					
3:30 PM						
4:00 PM						
4:30 PM						
5:00 PM					Skating 4-6 PM	
5:30 PM						
6:00 PM						
6:30 PM						
7:00 PM						
7:30 PM						
8:00 PM						
8:30 PM						
9:00 PM						
9:30 PM						

Day breakdown:

	Day 2 Morning - Hot Chocolate	Location	Person(s)
9:00 AM	Set up ALCOVE		
	Tables		
	Alcove Tables for hot chocolate (2)		
	Materials (bring down from TRSS Office)		
	hot beverage dispenser		Nuria
	Cups		Malak
	Stir Sticks		
	Hot chocolate packages	Alcove	Asad
9:30 AM	Hot chocolate prep		
	Fill Dispenser		Nuria
10:00 AM	Hot Chocolate in Alcove		
10:00 AM	- shift 1 of making hot chocolate		Chantal
11:00 AM	- shift 2 of making hot chocolate		Malak
12:00 PM	- shift 3 of making hot chocolate		Nuria
1:00 PM	Clean up alcove		
	Clean Tables		
	Bring to TRSS Office		Nuria
	Cups		Sabrina
	Stir Sticks		Asad

Other Notes & FAQs:

Not sure how to create an event in Eventbrite?

- Watch this video: [Event Creation Video Demo](#)

Not sure why the event title is not going through in Eventbrite?

- Note on character limit: For event titles in Eventbrite, there is a 75 character limit, so if you need to shorten the event title, take out the time or date but it is important to always include the category (social, professional or academic) at the end. For example: Instead of: So you think you can pitch (Virtual) | Jan. 12, 2023 at 2 p.m. [Professional] use: So you think you can pitch (Virtual) | Jan. 12 [Professional]

Not sure which questions you should mark as required in Eventbrite?

- Ensure these questions:
 - What is your TMU student ID?
 - What is your TMU email address? and
 - Are you a Ted Rogers School student?

are all marked as required and that all other questions follow the exact order above.

For any other custom questions you have, please add them after (not before) the questions above otherwise there will be an issue with the tracking.

Not sure what category your event falls under?

- The Event category is for organizing the student group events, which makes it easier for students to find events they are interested in on the interactive calendar. The event categories are based on the three [pillars of TRSS](#) - academic, social, & professional.
- If you feel your event falls under more than one category, choose one that is the dominant category based on your event outcome. Use the table below as a reference to determine which category the event falls under.

Category	Description & Outcome	Event Types	Example
Academic	Events that are more program-related with an aim to provide information and educate. Outcome: To be informed and educated.	Financial literacy workshops LSAT Prep CPA Ambassador Chats Faculty/classroom facilitated	SAF Month: Choose Your Major FAST Project Bits
Social	Events that are focused on	Meet & Greet	Hollapalooza (Karaoke x

	community and social building. Outcome: To build community and get connected.	Game Nights	Charity)
Professional	Events where students walk away having gained stronger skills relevant within the industry such as enhanced communication, networking etc. Outcome: To become career-ready and gain industry relevant skills.	Industry Panels Networking Conferences Case Competitions	Diversity, Equity & Inclusion Workshop: Hosted by Hudson's Bay Company

I created my event but it's not showing up on the Tableau calendar yet, why is that?

- It may take up to 2 business days for your event to show in the calendar with the automated refresh process.

How do I know if I'm using the right Eventbrite account for my student group?

- See below a list of the correct Eventbrite account for each student group within TRSM that you should be creating your event under. Please do not create an event under your own personal account because it will only show if it's created under your respective student group. See the list below with the direct links.

HRSA	ITMSA	LBSA	TEA	TRES	TRREA
GMSA	HTSS	TRMA	TMA	RSA	TRFS
TMSBA	TMCA	WITM	ENACTUS	TRSC	TRFPA
TRIC	TRACE	BBSA	TEDx	TRCSA	TRPA
MDSA	TROP	CSRS	WILTMU	TRMC	