



Events Crew 2018/19



What is UASUevents?

UASUevents is the organization associated with the Students' Union's Programming & Venues Department that is responsible for the development, planning, and execution of all major student events. UASUevents' mission is to provide the best events on campus. Engaging students in event planning and promotions results in better awareness and attendance at events, while providing them the opportunity to gain valuable skills and experience.

The Events Crew

The overall mission of the Events Crew is to promote and host the biggest, most successful events on campus.

This year, the team will be composed of approximately 30 events crew members, as well as 2 media directors, who will help promote and execute all aspects of our major student events for the year. While the crew will have their own tasks to complete throughout the months, as a whole, the team will provide input and organize all of the major student events. Alos, all members will consistently meet and engage with staff to provide feedback and insight to future events.

NEW EVENTS!

One of the primary tasks of the Events Crew is to help develop new SU events. Organizing new events requires a considerable degree of foresight, preparation, and understanding of the varied needs, interests, and diversity of the UAlberta campus. As such, Events Crew Members will be expected to:

- Generate and integrate creative ideas that translate into positive experiences for stakeholders
- Apply event management strategies and industry processes required to properly execute events
- Develop dynamic, integrated, wide-reaching marketing communication strategies
- Meet regularly with staff to discuss problems, questions, and possible complications, as well as to ensure that new events are in alignment with Students' Union best practices



Events Crew Members

Events Crew members serve as the senior level volunteers with UASU events. You will work closely with experienced event planners and managers to ensure you have the necessary skills to host successful events on campus. Members will be a primary voice in student events, and will be responsible for outreach, marketing, and execution of all major UASU events. Events Crew members should be driven, engaged, and interested in all aspects of event management. The Events Crew will meet throughout the school year to bring all of campus an amazing lineup of events for the 2018/19 academic year.

Media Directors

Media directors are responsible for capturing the spirit of UASU events and bringing them to life on camera. You will work with staff to create promotional content for student events, as well as shooting and editing photo and video content for major events. Media directors will also be responsible for the development of a highlight video of all major events throughout the year. Media directors should be driven, creative, passionate individuals looking to further develop, or to broaden their camera and editing skills.

Specific Breakdown - Crew Members

Attend Monthly Meetings: ~2 hours (22 Hours total)

Week of Welcome: (~15 hours)

Promote events for the year
Generate hype and excitement for student life and events

AntiFreeze: (~30 hours)

Run a marketing campaign

- Promotional materials, social media, direct engagement

Plan events
Prepare the events materials
Run AntiFreeze

Campus Cup: (~30 hours)

Run a marketing campaign

- Promotional materials, social media, direct engagement

Run Campus Cup Headquarters & Registration
Prepare the gym materials
Run Campus Cup

Students' Union Christmas Party for Kids: (~12 hours)

Recruit volunteers
Run an abbreviated marketing campaign
Prepare the event materials
Run SUCPK

Monthly Events: ~5 hours per month (40 hours)

Promoting and attending: Movie night, Open Mic Night, Trivia Night, SUBstage Sessions, and Singer-Songwriter Wrap-Up.

UALberta Students' Day Off: (~30 hours)

Discuss and develop improvements for the new event from March 2018.
Run a marketing campaign
Execute the event in March 2019

Last Class Bash: (~10 hours)

Run a marketing campaign
Assist in the execution of the Year End Event

Volunteer Recruitment: (~10 hours)

Promote and recruit volunteers for the following year

Summer Retreat: Summer 2018: Dates TBD

Fully funded retreat by staff
Professional training in Events planning, management, communications, outreach, and operations

Total Expected Time Commitment (Entire Term):

~250 hours

Total Expected Time Commitment (Academic Year):

~180 hours

All Event Facilitators will receive:

- 1) Personalized Events Jackets
- 2) VIP Entrance and free admission to major events (WOW Mainstage, Block Party, Last Class Bash, Singer Songwriter Wrap-Up)
- 3) Discount cards at SU Businesses (L'express, Daily Grind, Undergrind, SUBprint)





How to get involved?

We are now accepting applications for the 2018/19 Events Crew! Applicants should be aware that this is not an easy job, but an incredibly rewarding one. Volunteers will walk away from this experience with the necessary skills to independently host and manage large scale events. All members will partake in significant preparations and promotions work to ensure the successful integration of all events, new and old, into the campus community. Due to the risk of internal bias affecting competition results, crew members will be unable to participate in Campus Cup 2018 or AntiFreeze 2019.

Applications are due **Friday, March 30th, 2018 @11:59PM**

If you have any questions about becoming an events crew member for 2018/19, feel free to email volunteers@su.ualberta.ca, call at (780) 492-1480, or drop by our office at SUB 2-900.

