First things first | Ask yourselves the following questions:

- What type/format of event do you want to hold and what is its purpose?
- What is the title of your event?
- Who will be the speakers (or key participants)?
- Who will emcee?
- Who will be the lead organizer of the event?
- What is your event budget?
- What resources (staff, space, chairs, tables, screens, etc.) do you need to hold the event?
- Who is your intended audience for the event and what is the best time/place/form of event to attract that audience?
- Will attendees be required to register or RSVP and what process will be used to enable that?
- Do you need IT/AV support?
- Are you planning to have catering?
- What are the best ways to promote your event to ensure you maximize attendance, particularly from your target audiences?
- Are you able to be flexible on your date/time if other events proposed at the same time present a potential conflict and/or audience splitting?

Event format

Creating an interesting and engaging format for your event is key to attracting a large and broad audience.

Some formats that have been highly successful at Ideafest are:

- Guided campus/lab tours – e.g. UVic’s Centre for Forest Biology Interpretive Tree Walk
- Debates on topics of current public interest
- Events that facilitate a multi-disciplinary presentation/discussion, sometimes from seemingly disparate disciplines
- PechaKucha style presentations
- Creatively presenting research impact – e.g. using a single, compelling image and crafting a brief, plain language abstract
- Incorporating interactive elements for festival go-ers – e.g. question and answer period, experiential learning activities
Title and description

Creating an engaging title is key to drawing your reader in to your event description. Think about how to make the topic interesting and accessible to your intended audience. Questions often work well as event titles, as do thought-provoking statements - e.g. “The book is dead” or “E-Cigarettes: What's the buzz?”

Effective event descriptions are succinct and convey the essence of what audience members will experience. Strong descriptions tend to use simple, descriptive language that let the reader know: What is this? What will I learn? Why should I attend?

Note: The first sentence of your description is the most important.

Image

Units are responsible for providing an image for their event that the OVPR will use on the Ideafest website and in the festival poster we will create for your use. Choosing a compelling image can have a huge impact on your promotions. Images should be approximately 8x6 inches and the higher the resolution the better (e.g. 3000x2245 pixels).

Free sources of images include Pixabay and Free Images. There are also many web sources of graphics and photos for sale, including: Shutterstock and Getty.

UVic photo services also has a gallery of high-quality photos. These images are $15 each (by FAST), unless otherwise stated.

Note: Please provide source information for your image and indicate if a photo credit is required for use. UVic's Copyright Office Guide to Using Images details some of the key copyright and image citation rules followed by the university.

Date and time frame

Consider your audience when determining the time of day to hold your event. For example, working-age members of the public are more likely to attend events held after business hours or on the weekend.

Note: If possible, try to maintain flexibility on your date/time in the early planning stages. After all proposals have been received, the OVPR will let you know of potential scheduling conflicts.
Attendance numbers

It can be challenging to accurately predict your audience numbers. Discuss in advance who you will invite and put your projections together on a spreadsheet. Attendance and budget (if applicable) are directly correlated, as is the size of the venue you will wish to book. If you need help assessing your potential audience numbers, please contact us.

What is your budget (if applicable)?

Beyond staff-time, typical event costs can include possible equipment rentals, A/V, the development of additional outreach material or poster and signage printing.*

*While the OVPR prints and distributes over 400 general festival posters for Ideafest, the cost of printing unit-level event posters is the responsibility of the participating unit. Many units print their posters in-house (using their unit’s printer) to keep poster associated costs to a minimum.

Marketing / promotion

The OVPR will coordinate overall marketing and promotion of Ideafest through media, advertising and social media prior to and during the event, but units are strongly encouraged to make use of their own networks to promote their individual events and maximize attendance. The OVPR will also provide each unit with a customized Ideafest poster for use by the unit, and will upload information about your event to the Ideafest website.

Units are responsible for the distribution of their posters and any other types of promotional material. We will be following up with a guide and training options for event promotion, as well as details on how we will work with you to co-create your event poster.

Poster distribution

All UVic posters are approved for on-campus distribution through the ONEcard office. The ONEcard office also offers optional distribution services and will post up to 50 posters for you for a $25.00 fee. For more information contact: onecard@uvic.ca

METROPOL is a company downtown that offers poster distribution services for locations throughout Greater Victoria.

UVic Printing Services offers optional professional printing services to units on campus. Your poster can of course be printed from your unit’s own printer as well.
Helpful on-campus contacts:

- **On-campus venue booking** | Events Coordinator in the Registrar's Office (250-721-8128, roombookings@uvic.ca)
- **AV bookings** | University Systems (250-721-8292, uvicav@uvic.ca)
- **Table, chair and other equipment booking** | Facilities Management (250-721-7591)
- **Catering** | Degrees Catering (250-721-8603, degreescatering@uvic.ca)

Please don’t hesitate to contact us if you would like help in developing your plans for a successful event.

Ideafest Coordinator | Tara Todesco
ifcoord@uvic.ca
250-853-3849

Ideafest Liaison | Nicholas Wood
ideafest@uvic.ca
250-472-5416