

## PROCEDURE FOR REQUESTING AND MANAGING EVENTS

Adopted with Resolution of the Head of the Communication and External Relations Service no.  
05/2023 dated February 27, 2023

### 1. OBJECT AND PURPOSE

This document regulates the procedure for the organization and management of events of various types with a view to streamlining processes and procedures by a cross-functional work team that can better adapt to the new needs of Fondazione Bruno Kessler originated after the Covid-19 pandemic and the new work organization model adopted.

### 2. WORK TEAM

The Foundation's events are managed by the Events Team that, thanks to its skills and professional competences, provides support to the Centers, Units and Services by collaborating in close synergy and making the workloads involved more efficient. Each event request, sent to [help-eventi@fbk.eu](mailto:help-eventi@fbk.eu), is taken in charge by one of the Event Team coordinators who, after examining the various needs (processing time, event type, complexity, expected effort, required skills), assigns the organization of it to a team member, who becomes the event manager, in an event-project logic. Depending on the event type and complexity, the event manager may be supported by other members.

In the case a contact person within the Center/Unit/Service is identified to support the organization of the event, this contact person shall act only in cooperation and as a liaison with the event manager, who is still responsible for the final organization related choices, which will take into account the best possible conditions to ensure that the initiative is organized based on specific skills and is consistent with the regulations and practices in place at FBK.

Depending on the event type and the target audience - either institutional/strategic in nature or more closely related to scientific conferences and therefore dedicated to specific target communities - appropriate expert resources under the Communication and External Relations Service and/or under the Directors Support Unit will be activated.

The Events Team will also seek the support of the Research Centers Support Unit to manage administrative aspects needed for the proper management of the event.

### 3. EVENT TYPE AND PROCESSING TIME

The various event types described below represent the channels through which the Foundation communicates with the research community, with the general public, with stakeholders at local, national and international level, as well as with its own internal community. When planning an event, the event manager is available to examine, together with the applicant, the most suitable approach (in person, hybrid or online).

Below are the event types available, listed in descending order with respect to the effort required. The processing time for each request has been indicated as well to ensure the optimal organization and support for the event:

Event type	Description	Processing time
Big institutional events*	Events promoting FBK's mission; events related to the strengthening of the institutional brand as well as to the growth of the internal community. Subject to prior verification by the Communication Service and the Secretary General.	6-12 months
Big communication/public engagement events*	Communication events with the general public and direct research-citizen interaction.	6-12 months
Scientific conferences organized by FBK* or in collaboration with partners*	Specialized scientific conferences, organized by FBK or in collaboration with local, national or international external partners. They can be commissioned by third party entities/associations and require contractual specifications for their organization and management.	12 months
School* / hackathon*	Specific training courses for undergraduate, Ph.D. and research students; themed marathons during which participants ponder a particular issue and seek solutions to the problem by working in teams.	6-12 months

Event type	Description	Processing time
Seminars* /project meetings *	Seminars for a small, usually expert, audience/progress meetings for updates related to a given project.	20 days
Internal events * / Center, Unit, Service retreats	Internal staff events	15 days
Guest visits	Meetings with non-FBK staff	5 days
Events dedicated to the media and the press	Press conferences, meetings with journalists, press tours. Events dedicated to the media and the press shall be evaluated upon request to the FBK Communication and External Relations Service (by email to <a href="mailto:media@fbk.eu">media@fbk.eu</a> ).	30 days
Trade fairs	Industry fairs with presentation of projects and/or materials	3-6 months
Events organized by non-FBK people *	Events promoted and organized entirely by institutional partners (Co-located companies, FBK Associates, University of Trento) that request the use of FBK spaces, if compliant with the "Policy for booking FBK rooms by non-FBK users/parties" and with the charge of additional costs only (room technician and portorage)	30 days

## VIRTUAL EVENTS

Events marked with (\*) can also be held in virtual online formats, with recording and/or streaming depending on the tool used. In order to host a virtual event, organizers shall refer to the [short guide on FBK virtual events](#), taking into account in particular the economy and sustainability criteria related to remote participation.

Virtual events follow the same procedure as in-person events, excluding non-inherent aspects (e.g. logistics).

For virtual events, the platforms adopted and authorized by the Foundation are to be preferred (Google Meet and Microsoft Teams, other dissemination platforms through social networks managed directly by the Communication and External Relations Service).

**As a rule, the management of the event is the responsibility of the applicant.**

It is also possible to request support for the following aspects of virtual events:

- event creation;
- compliance aspects (privacy, security, informed consent documents, etc.);
- Participants' registration;
- contact with speakers;
- setting up of the IT Service in the event of technically complex events;
- activation of the Communication and External Relations Service for video post-production only for institutional and/or strategic events with a high communicative impact.

#### 4. SERVICE DELIVERY STANDARDS

Adequate professional support is provided for events requested according to the procedure described above and within the indicated processing times; such support will also take into account the strategic nature of the event and the Foundation's general event planning.

## 1. FULL EVENT PROCEDURE

- **EVENT REQUEST:** the applicant fills out the "[Event request](#)" webform selecting the type of event requested and describing its main features and specific needs. The ticket is taken in charge by the Event Team representatives, who identify, according to the needs, the event manager to whom to assign the request. The Events Team will then contact the applicant to start the planning and management of the event.
- **PROCESSING TIME:** each event, regardless of type, shall be communicated to the Events Team through the [dedicated webform](#), according to the processing time listed in the table in paragraph 4 of this document.  
The event manager will identify, together with the applicant, the dates suitable for hosting the event, taking into account both the contingent needs and the concurrence or co-presence of other FBK events, be they internal or external, that may interfere with adequate support or a thorough organization.
- **BUDGET:** the event manager, based on the services required by the applicant, draws up a budget in which the expected costs and revenues are estimated in collaboration with the event organizer and with the Cost Center Coordinator and the job order manager. The

document is then submitted to the applicant and the Cost Center Coordinator for approval. The prepared budget document is then sent to [help-amm@fbk.eu](mailto:help-amm@fbk.eu) for possible opening of a new job order (*commessa*) or provision of budget on an existing job order. In case the event is part of an existing job order, the event manager will be responsible for sending the email to the Administration Department, to notify them of the expected expenses or revenue.

- **SUPPLIERS:** once the job order has been opened, the event manager fills out the **Purchase Requests** (RdA) relating to each service that needs to be activated.
- **INVITED SPEAKER:** the applicant will put the invited speakers in contact with the dedicated work team, which will provide all the necessary information to participate in the event and will take note of meal, travel and accommodation needs. Booked services will then be processed by the Research Centers Support Unit.
- **PARTICIPANT REGISTRATION:** the registration of participants is managed through the [Eventbrite](#) website and follows the [privacy policy](#) in force. In the case of paid registration, collection of fees is handled through the Eventbrite portal (with Paypal or bank transfer payment). If onsite registration is required, payment can only be made electronically according to the [current procedure](#) .Cash payment is not acceptable. For further information regarding the registration process, event organizers are invited to refer to the specific [on-site Registration Procedure](#).
- **VISA:** The Events Team provides to invited speakers and participants support with the invitation letter request according to [Visa procedure](#).
- **LOGISTICS:** if the event is organized at one of the FBK premises, the event manager will book the [spaces available](#) through the internal reservation software system and organize the set-ups with the support of an external contracted supplier, if needed. If, due to justified reasons (large number of participants, logistics or security related needs) the event cannot take place within FBK, the event manager will suggest to the applicant alternative external locations arranging appropriate inspections (e.g., convention center, hotel conference rooms, etc.).  
Observing the planning and communication processing times specified above is also essential for the purposes of providing the required equipment.

Through [this form](#), FBK staff can request the use of the spaces available for events in the Povo, Santa Croce and Villa Tambosi locations.

- **PARTNERSHIPS and AGREEMENTS:** when the event is commissioned by third parties (scientific associations such as IEEE for example) or involves collaboration with local, national or international external partners, the drafting of an agreement is required to regulate the relationships and define the roles, obligations and benefits of the partners, as well as financial and event organization management aspects. The agreement drafting and current obligations are checked in consultation with the Tenders and Contracts Service, while the administrative-accounting and reporting aspects are handled in collaboration with the Administration Service.
- **SPONSORSHIP:** in cooperation with the applicant, the event manager will prepare an adequate sponsorship package and follow the logistics and organization part according to the [relevant procedure](#); an analysis of the data referring to previous editions of the event or to events of similar organization in terms of complexity and audience will also be conducted.
- **COMMUNICATION:** the communication strategy relating to the event shall be coordinated by the event organizer with the Communication and External Relations Service, which provides support with identifying the coordinated image and its application on- and offline.

The event manager, based on the needs expressed by the applicant, shall evaluate with the Communication and External Relations Service graphics and web managers whether to adopt in-house solutions, or seek support from external professionals. Communication materials must in all cases be consistent with the guidelines available in the dedicated [Communication Kit](#), and the FBK brand should be used according to the [user manual](#).

The creation of websites dedicated to the event is managed by the Communication and External Relations Service (internally on Google Site or through the use of external suppliers according to the [procedure for the creation of new websites](#)), while the Events Team is responsible, where appropriate, for the implementation and updating of information relating to the event on the FBK site, Center site or dedicated site. Actions related to communication to the media and dissemination on online communication channels (social media, digital PR) are planned and managed by the Communication and External Relations Service based on the general strategy and planning of external

communication activities. The applicant is informed about the planned actions and media releases, if any.

- **MATERIALS:** FBK branded materials (bags, bottles, pens, USB sticks) are normally available and restocked and can be charged directly on the event job order, while, for customized gifts, the event manager will contact the Tenders and Contracts Service.

#### **Specifications for events organized at FBK premises:**

For internal events, the event manager will have the task of activating all the services (e.g. wifi, portage, etc.) and fulfilling the expected obligations (e.g. communication of the list of participants to the portage, privacy, signage, etc.).

#### **CONTACTS**

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#### **LIST OF ANNEXES**

The full list of institutional resolutions, procedures and forms related to the organization of events are available on [howto](#) while directions for guests are available [here](#).