Ideafest 2020 | Roles and responsibilities

Ideafest could not exist if it wasn’t for the amazing efforts put in by UVic’s faculty students and staff who imagine, organize and promote their events within the Ideafest roster. Please note the following roles and responsibilities of event organizers and OVPR.

Event organizer responsibilities

- Event concept creation
- Proposal submission
- Coordination of speakers/participants
- Room booking
- AV booking
- Equipment/catering booking
- Print and distribution of event posters
- Event specific promotions and invitations within own networks
- Event delivery
- Event evaluation

OVPR responsibilities

- Management of proposal and adjudication process
- Festival scheduling
- Roster creation
- Development and production of Ideafest promotional website (includes 40+ event descriptions)
- Provision of logistical and communications advice to participating units
- Training and skills development opportunities
- Coordination of Ideafest communications and marketing plan with university communications and marketing (includes: city-wide Ideafest poster campaign; local press advertising campaign; paid and organic social media campaigns; on-campus festival displays, billboards and tentcards)
- Production of event specific poster (for print and distribution by participating unit)
- Liaison with university communications on media engagement planning
- Coordination of festival evaluation
- Festival reporting

Ideafest would not be possible without key assistance from University Communications and Marketing, as well as support from UVic Online and UVic Systems, Alumni and Development and the Office of Community and Government Relations.
Ideafest 2020 | Timeline for participating units

Key dates and organizational milestones for Ideafest 2020.

**2019**
- **July**: Ideafest proposals open

**October 4**
- **Deadline: Ideafest 2020 proposals**

**October 5 - 25**
- Adjudication period

**October 25 - November 15**
- Event acceptance and scheduling

**November 29**
- **Deadline: finalized event information and speaker confirmation**

**January 7 - 31**
- Units receive event posters and communications tools

**January 24**
- **Deadline: units to submit media spokesperson details**

**February 3**
- Ideafest website launch

**February 17**
- Units receive event signage and evaluation materials

**February 3 - March 7**
- Ideafest advertising and promotion by OVPR and units

**March 2 - 7**
- Ideafest 2020

**March 16**
- **Deadline: units submit public event evaluation forms to OVPR**

**March 23**
- **Deadline: units submit unit level feedback to OVPR**