


Standard Operating Procedure For Organizing Events at GSFC University

GSFCU Standard Operating
Procedure for Event Organizing
Rev002





GSFC
UNIVERSITY
EDUCATION RE-ENVISIONED

Revision Details

GSFCU- Standard Operating Procedure for Organizing Events at GSFC University Rev002

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Development Objectives

With a view to streamline the set of procedures required to conduct various activities like workshop/conferences/seminar/convocation, it is necessary to devise the Standard Operating Procedures (SOP). SOP is a simple mechanism where it guides the performer to do the assigned tasks in a better way to achieve quality through continuous improvement. It is therefore necessary for SOP to contain a set of principles of instructions, directions, and other information as it is required to complete the tasks successfully. In consonance with this, the SOP is designed for better performance of the performer to bring efficiency in the set of tasks assigned.

The Entire activities GSFC University can be appropriately divided into three categories namely Pre Event Activities, During the Event Activities & Post Event Activities.

PRE EVENT ACTIVITIES

Determining the Theme of the Event

Choosing a timely and compelling theme to complement event objectives is imperative to decide the theme a brainstorming session is needed, where we need to think about. How is this event different from the other events?

- What are we hoping to convey through this event?
- What name would attract the most attention and be most memorable?
- As short a name as possible will be easiest to communicate

In Principal Approval

The Event Manager should seek in- principal approval to conduct the event from authorized personnel (President)

Team Formation

A special event takes a concerted team effort to handle all of the details. Hence a team comprising of active members from the university should be formed headed by Provost, depending on the type of event. An event manager and other members should be deployed with responsibilities on the following subcommittees, such as:

- **Core-Committee** – would be responsible for Budget, Event approval, Strategic Planning, Overall Monitoring ,Wrap-Up, Feedback, Documentation
- **Venue Management Team** - logistics, Transportation, Parking, VIP Guest arrangement, & catering management.
- **Guest management Team** (invitations, RSVPs, greeters, registration, seating arrangements, etc.)
- **Speakers/presenters Management Team** - (selecting, confirming, logistics, management, etc.)

- **Activities/entertainment Team**
- **Publicity/promotion Team** (Web presence, events calendars, printed programs, media relations, signage, social media, etc. Sponsor/partner management)

Establish a Budget

A compressive budget, listing all expenses for all functional areas of event, and determining which expenses will be assumed by the host, potential sponsors, and/or by the attendees (fee) needs to be worked out.

Budget items to consider while establishing the budget: -

- ✚ Participation Kit
- ✚ Marketing expenses
- ✚ Branding Expenses
- ✚ Transportation
- ✚ Venue fees (If some other Venue to be Decided other than GSFC-U)
- ✚ Guest accommodations (if applicable)
- ✚ Food and beverage
- ✚ Entertainment and recreation
- ✚ Audio visual equipment
- ✚ Security
- ✚ Contingency fund for unanticipated, last minute expenses
- ✚ Source of Income (Participation Fees & Sponsorship & Partnership)

Determine Venue/Location

When determining the location for the event, the following points needs to be considered:

- ✚ The Capacity size of the venue to accommodate the guest and the Target Audience
- ✚ Considering weather, especially if considering an outdoor venue.
- ✚ Security (needed? If so, how much and for how long?)
- ✚ Be sure to build in ample set-up and clean-up time
- ✚ Parking availability (including designated parking for Trustees and other VIPs).
- ✚ Audiovisual needs, Consider the following potential A/V needs.
 - Sound system
 - Projector
 - Screen (be sure to understand screen size – square or rectangle – in order to prepare PowerPoint presentation in appropriate 16:9 or 4:3 format)
 - Microphone (podium mic, standing mic, handheld, collar mic, etc.)
 - Internet connection (for accessing YouTube or other online content)
 - Laptop (provided by facility vs. bring your own to connect to their system)

✚ Consider other potential facility needs as well:

- Podiums
- Conference Speaker Name Plates
- Extension cords
- Photography
- Videography

✚ **Accommodation of guests:** If the event involves out-of-town guests, travel time and cost to reach a destination, cost of accommodation of the guest other miscellaneous expenditures etc. to be taken care.

Setting up an Event Date

The Following Points needs to be considered while setting up the date of the event.

- Checking the Academic Calendar and seeking permission from the respective department head
- Checking availability with key participants- e.g., speakers, presenters, VIP guests, etc.
- Checking the statutory and religious holidays

Guest Management Protocol:

Why Guest Management is important

Guest Management is the crucial aspect of an event. In Hindu-Buddhist philosophy guests are adored as GOD and the similar belief reflects in the Indian culture of ATHITHI DEVO BHAVA.

Categories of Guest

In order to ensure smooth functioning of GUEST management, GUESTS are categorized as:

- **VVIP** - Very very important person. A VVIP is a person of very high status and he/she gets special privileges like high level of security at a public place e.g., Constitutional Officials ,Head of States or countries, Bureaucrats, High Government Officials, Board of Directors, GB Members of GSFC University, Owners, Partners etc.
- **VIP** - A Very important person is a person who is accorded special privileges due to their status e.g., decision makers of companies, Unit head of companies, Journalists etc.
- **Others** - Guests belonging to Organizations in Managerial / Non managerial capacity.

The above is a broad three categories of the Guest. In the eventuality of confusion in categories to which the Guest has to be placed, the Nodal Officer / Responsible person of the event will decide the categories in consultation with Provost/Director-Admin.

Task List of Guest Management

It is important to have the task-list of each and every activity relevant for GUEST management, starting from Pre-Arrival till Post departure following line of activities shall be followed:

- Pre-Arrival of Guest
- Arrival of Guest
- Post Arrival of Guest
- Food preferences of Guests.

- Transportation facility for the Guest
- Parking Facility for the Guest
- Memento to the Guest
- Departure of the Guest
- Post Departure of the Guest

Based on the Protocol/Practices being followed at GSFC University, a protocol to be followed for Guest to offer excellent experience of the visit to GSFC University is prepared as Annexure-I

Advertising & Promotion

Adequate publicity and promotional items needs to be designed and printed wherever applicable (e.g., Invitations, Web page, Brochure, Standees, Banners, Flyers, Giveaway items, adequate visibility of the sponsor logo, name etc.). Developing a consistent set of materials with overall look and feel of the event (invitation, Web page, PowerPoint template, posters, directional signage, etc.) should be developed.

Identify and Establish Partnerships & Sponsors

Seeking corporate sponsors and partners, to fund a portion of the event. The partnership could defray the costs and increase potential participation. The partnership & sponsorship can range from small scale to large scale Industries.

Plan Meals and Refreshments

- Plans refreshments to fit with the nature of the event, where possible
- Ensuring enough time for guests to eat leisurely, network, or socialize with colleagues and friends
- Time allocation for refreshment: 20 minutes for morning snacks, 60 minutes for luncheon & 15 minutes for high tea, applicable as per the event. Timing Variation to be incorporated as per the size of the audience
- Ensure an adequate supply of water for guests & participants.

Create a Communications Plan

A strong communication strategy is imperative for effective execution of an Event. Even with the most amazing speaker or the theme, a strong communication strategy is needed to promote the event to get people in the door. Event promotion may include:

- Invitations
- Web site story and/or banner
- Newsletter
- Email announcement(s)
- Flyers/posters
- Direct mail
- Social media (Facebook, Twitter, LinkedIn, Instagram, YouTube, blogs.)

Post-Event Plan

The event should be duly completed with a post-event thank-you messages to speakers sponsor, media and ensuring adequate media coverage in both the Electronic, E media, print Media. Creating materials for the media as appropriate, including selective photos, videos, press release detailing the outcome(s) of the event.

Post-event Advertising Activities

Include post-event stories and photos in:

- Webpage(s)
- Newsletters
- Blog posts
- Post videos and/or speaker presentation on your Website and/or social media
- Update your event page to include information on the event's success adding testimonial of the participants, guest, speakers etc.
- Collect information through RSVPs or other means.

Comprehensive Report

A Comprehensive report to be prepared and the report to be submitted to the GSFC University management and then create a repository at the library.

Annexure: I Check list for Guest Management at GSFC University

Sr. No.	Task List-Guest Management	VVIP	VIP	Others
1	Pre-Arrival			
a	Communication with the guest or his PA	✓	✓	✓
b	Checking the timings of the guest arrival	✓	✓	✓
c	Checking the food requirements/preference	✓	✓	
d	Stay timings	✓		
e	Reminder to the Guest one day prior to the date of arrival	✓	✓	
2	Arrival			
a	Ensuring Security of Guest	✓	✓	✓
b	Welcoming the Guest at the Airport(for outstation candidate)	✓	✓	
c	Welcoming the Guest at the Venue	✓	✓	✓
d	Escorting the Guest to the Guest House/Venue	✓	✓	
e	Welcoming the Guest with Bouquet / flowers / Garland	✓	✓	
3	Post Arrival of Guest			
a	Accommodation	✓	✓	
b	Taking care of all the basic facilities at the guest house/venue			
c	Checking the internet connection /TV /Landline etc.			
4	Nodal Officer			
a	Appointed full time with the dignitaries	✓		
b	Appointed part time with the dignitaries		✓	
5	Food & Beverages			
a	Breakfast/Lunch/Dinner/beverages			
b	Time & Preference of food (Veg or Non-veg)	✓	✓	
6	Transportation			
a	From Airport to Guest house (in case of outstation guest)	✓	✓	
b	From Guest house to the venue	✓	✓	
c	Program Venue to Guest House	✓	✓	
d	Campus visit (route should be decided prior)	✓		
e	Vehicle Preference	✓	✓	
7	Parking Facility			
a	Appropriate place should be marked as parking for VIP Guest/Guest	✓	✓	✓
8	Memento to the Guest			
a	Moment like : Local Gujarati item(for outside Gujarat Guest) (as per the university policy)	✓		
b	Memento decided by the management to the Local Guest(as per the university policy)		✓	
c	Thank you note by the President of the University	✓	✓	✓
9	Departure of the Guest			
a	Escorting the Guest to the Airport for outstation Guest	✓		
b	Escorting the Guest to the Departure area	✓	✓	✓
10	Post Departure			
a	Ensuring the Guest reached at their location safely	✓	✓	
b	Courtesy Communication	✓	✓	✓

Annexure: II Checklist for Organizing conferences/seminars/ workshop/events GSFC

University

Sr. No.	TASK LIST PRE EVENT -ONE MONTH BEFORE	RESPONSIBLE PERSON
1	Establish event objectives/Theme/ In Principal Approval from top Management	
2	Recruit event committee	
3	Select date	
	Checking availability :- Academic Calendar Key participants- e.g. Speakers, presenters, VIP guests, etc. Checking the statutory and religious holidays.	
4	Identify venue	
	Things to consider when booking an event include: 1. How many people are you expecting? 2. Security If Needed? 3. Parking Availability? 4. Where you will set up a registration desk? 5. Do you need any additional furniture?	
5	Audiovisual needs	
	1. Sound system 2. Projector 3. Screen 4. Microphone (mic, standing mic, handheld, collar mic, etc.) 5. Internet connection (for accessing YouTube or other online content) 6. Laptop(provided by facility vs. bring your own to connect to their system	
6	Potential facility	
	1. Podiums 2. Conference Speaker Name Plates 3. Extension cords 4. Photography 5. Videography	
7	Accommodation of outstation guest	
8	Finalization of the theme of the Event	
9	Speaker/Presenter Liaison:	
	1. Finalize presentation/speech topics 2. Request bio information, photo 3. Make travel and accommodation arrangements	

Sr. No	TASK LIST PRE EVENT -ONE MONTH BEFORE	RESPONSIBLE PERSON
10	Communications Plan:	
	<ol style="list-style-type: none"> 1. Request logos from corporate sponsors for printing 2. Develop draft program 3. Create draft event script (speaker introductions, thanks, closing, etc.) 4. Develop media list /release, backgrounder, and media kit materials (e.g., speaker info, photos, etc.) 5. Create event page on website, Facebook, LinkedIn and other social media and create a promotional Video for YouTube 	
11	Catering to be Provided	
	To provide catering within the university premises, contact the Campus Facility Manager. Approval to hire external contractors for catering	
TASK LIST PRE EVENT- ONE WEEK BEFORE		
12	Send reminders to contact list regarding registration/participation	
13	Presenter/Speaker	
	<ol style="list-style-type: none"> 1. Confirm travel/accommodation details 2. Request copy of speeches and/or presentations 	
14	Sponsorship: Follow up to confirm sponsorships and underwriting	
15	Schedule a meeting for all committee	
	<ol style="list-style-type: none"> 1. Brief any/all hosts, greeters, volunteers about their event duties and timelines 2. Final seating plan 3. Make print and online copies of any speeches, videos, presentations, etc., or any other requirement by the speakers 4. Finalizing who would be anchoring 5. Who would be extending vote of thanks 	
TASK LIST- ON THE EVENT DAY		
16	<ol style="list-style-type: none"> 1. Confirm Media attending 2. Ensure all signage is in place 3. Ensure registration and media tables are prepared and stocked with necessary items <ol style="list-style-type: none"> a) Participation Kit(Note Pad, Pencil, Paper, badges), b) Ensure all promotional items, gifts, memento, etc. are on-site. 4. Guest Introduction 5. Ensure catering Services 6. Security 7. Parking 	

	POST EVENT- ACTIVITIES	
17	<p>Conduct a Post-Event Survey – to learn what people enjoyed about your event, and where you have room to improve</p> <ol style="list-style-type: none"> 1. Conduct a post-event meeting and thorough evaluation of objectives vs. outcomes 2. Thank attendees for participating 3. Send thank-you letters to: <ul style="list-style-type: none"> • Sponsors • Volunteers • Speakers/presenters • Donors • Media • Ensuring appropriate Media coverage 4. Feedback, Documentation, Repository Creation 	

