AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)
Affiliated to the University of Madras | A Jain Minority Institution
Re-Accredited by NAAC
Meenambakkam, Chennai – 600061

DOCUMENT INDEXING - INTEGRATED POLICY		
Title: SOP For Organizing Events		
Description: This document describes the guidelines for Organizing Events of Agurchand Manmull Jain College. The fundamental goal of the process document is to ensure compliance with the provisions of Regulations as well as the provisions of any law for the time being in force concerning the SOP for Organizing Events.		
UDIN	AMJ/SOP/ADP/POE/2024/31/VER-2	
Effective Date	22-05-2024	
Revision Period	May 2024	
Review Cycle	One year	
Policy Population	All stakeholders of the Institution.	
Policy Implementing Department	Management Office	
Proposer & Drafter	Dr. M M Ramya, Dean	
Revisor	Ms. Bhavani S, Assistant Professor, IQAC	
INSTITUTIONAL POLICY SCRUTINY COMMITTEE (IPSC) – IP		
Designation	**Name**	**Signature**
Director	Dr. N. Venkataramanan	
Vice-Principal	Dr. S. Ananthakrishnan	
Dean (SF)	Dr. M.M. Ramya	
Coordinator, IQAC	Dr. V. S. Murali	
Deputy Dean (SF)	Dr. R. Surekha	
Chief Manager (SF)	Mrs. Sangeetha Rajappa	
AUTHORIZATION AND APPROVAL		
Principal	Dr. B. Mahavir	
Management Committee Member	Shri. Pannalal Chordia	
Secretary/ Associate Secretary	Sri. Udhan Kumar Chordia/ Sri. Hemant P Chordia	
Policy Approval Date	22-05-2024	

AMJC POLICY

SOP FOR ORGANIZING EVENTS

I. Background

The Entire event management activities at AM Jain College can be appropriately divided into three categories namely Pre-Event Activities, During the Event Activities & Post Event Activities.

a. Pre-Event Activities

1. Determining the Theme of the Event

Choosing a timely and compelling theme to complement event objectives is imperative to organize an event. The faculty member in the department/ club/ committee meets and brainstorm to decide the theme. The following are to be discussed.

- 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? Decide on as short a name as possible that will be easiest to communicate.

2. 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?)
- 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 – 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)
- other potential facility needs as well:
    - Stage platform
    - Podiums
    - Name Plates
    - Extension cords
    - Photography
    - Videography

AMJC POLICY

- Fire Safety
- Medical support: Ambulance, medical/ para-medical support
- Police support

Accommodation of guests: If the event involves out-of-station guests, hotel is to be identified for accommodation of the guests. Logistics are to be planned to pick up and drop guests to/ from the accommodation

3. 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 of the venue
- Checking availability with key participants- e.g., speakers, presenters, VIP guests, etc.
- Checking the statutory and religious holidays

4. 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.

5. Plan Menu for 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 lunch & 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.

6. Budget Establishment

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
- Memento/ Boquete/ Shawl expenses
- Reception expenses
- Marketing expenses
- Branding Expenses
- Transportation

AMC POLICY

- Venue fees (If some other Venue to be Decided other than AMJ)
- Guest accommodations (if applicable)
- Refreshments
- Entertainment and recreation
- Audio visual equipment
- Security
- Miscellaneous fund for unanticipated, last minute expenses Source of Income (Participation Fees & Sponsorship& Partnership)

7. Proposal Submission

The event organizer should submit (online) the event proposal form and seek approval to conduct the event from the Principal/ Dean and Management. The organizer needs to keep track of the approval status. If need be, required modifications are to be done on the proposal before resubmission.

8. Advertising & Promotion

Adequate publicity and promotional items need 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.

9. Team Formation

A special event takes a concerted team effort to handle all the details. Hence a team comprising of active members from the institution should be formed headed by the Principal/ Dean, 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, 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)

AMJC POLICY

b. **Activities during the Event:**

On the day of event Confirm Media attending, Ensure all signage is in place, Ensure registration and media tables are prepared and stocked with necessary items a) Participation Kit(Note Pad, Pencil, Paper, badges), Ensure all promotional items, gifts, memento, etc. are on-site, Ensure catering Services, Ensure Security and Parking. Guest Introduction by anchor and other facilitation by committee AMJC.

c. **Post-Event Activities:**

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.

d. Post-event Advertising Activities

Include post-event stories and photos in:

- Web page(s)
- Newsletters
- Blog posts
- Post videos and/or speaker presentation on Web site 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.

AMJC POLICY

II. Comprehensive Report

A Comprehensive report to be prepared and the report to be submitted to the AMJC management. The report should contain the following:

- Proposal Submitted and its approval
- Invitation and other promotional materials
- Agenda
- Event Report
- Geo-tagged photographs
- Feed back

SOP FOR ORGANIZING EVENTS

III. Annexure: I Checklist for organizing Events at AMJC

Sr. No.	TASK LIST PRE-EVENT -15 DAYS BEFORE THE EVENT	IN-CHARGE
1	Establish event objectives/Theme/ Approval from Management through proper channel.	
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: A. How many people are you expecting? B. Security If needed? C. Parking Availability? D. Where will you set up a registration desk? E. Do you need any additional furniture?	
5	Audio-visual needs	
	A. Sound system B. Projector C. Screen D. Microphone (mic, standing mic, handheld, collar mic, etc.) E. Internet connection (for accessing YouTube or other online content) F. Laptop (provided by facility vs. bring your own to connect to their system	
6	Potential facility	
	A. Podiums B. Conference Speaker C. Nameplates D. Extension cords E. Photography F. Videography	
7	Arrangement of accommodation for outstation guest	
8	Finalization of the theme of the Event	
9	Speaker/Presenter Liaison:	
	A. Finalize presentation/speech topics B. Request bio information, photographs C. Make travel and accommodation arrangements	

AMJC POLICY

SOP FOR ORGANIZING EVENTS

S. No	TASK LIST PRE-EVENT -15 DAYS BEFORE THE EVENT	IN-CHARGE
10	Communication Plan:	
	A. Request logos from corporate sponsors for printing B. Develop draft program C. Create draft event script (speaker introductions, thanks, closing, etc.) D. Develop media list /release, backgrounder, and media kit materials (e.g., speaker info, photos, etc.) E. 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 college premises, contact the college canteen manager. Approval to hire external contractors for catering.	
	TASK LIST PRE-EVENT- 5 DAYS BEFORE THE EVENT	**IN-CHARGE**
12	Send reminders to contact list regarding registration/participation	
13	Presenter/Speaker	
	A. Confirm travel/accommodation details B. Request copy of speeches and/or presentations	
14	Sponsorship: Follow up to confirm sponsorships and underwriting	
15	Schedule a meeting for all committee	
	A. Brief any/all hosts, greeters, volunteers about their event duties and timelines B. Finalize the seating plan C. Make print and online copies of any speeches, videos, presentations, etc., or any other requirement by the speakers D. Finalizing who would be anchoring or MC E. Who Would be extending vote of thanks	
	TASK LIST- ON THE EVENT DAY	**IN-CHARGE**

AMC POLICY

16	A. Confirm Media attending B. Ensure all signage is in place C. Ensure registration and media tables are prepared and stocked with necessary items • Participation Kit (Note Pad, Pencil, Paper, badges), • Ensure all promotional items, gifts, memento, etc. are on-site. D. MC and Guest Introduction content E. Ensure catering services and refreshment arrangements F. Security and Parking arrangements	
	POST EVENT- ACTIVITIES	**IN-CHARGE**
17	Conduct a Post-Event Survey/Feedback – to learn what people enjoyed about the event, and where there are scope to improve A. Conduct a post-event meeting and thorough evaluation of objectives vs. outcomes B. Identify the gap in budget (Expenditure-Income) and surrender the remaining to management along with submission of bills and accounts. C. thank attendees for participating - Send thank-you letter to: • Sponsors • Volunteers • Speakers/presenters • Donors D. Media - Ensuring appropriate Media coverage E. Feedback, Suggestion for Improvement, F. Documentation and Repository Creation – Prepare a detailed event report in the prescribed format and submit to management within 10 days.	

AMC POLICY

III. **Conclusion:** The present SOP for Organizing Events establishes clear guidelines and procedures to ensure unified and successful event management within our college. By prioritizing efficiency, safety, and stakeholder satisfaction, we aim to create memorable experiences while upholding the highest standards of professionalism and integrity. The process documents ensures that together, we can set the stage for an impactful and enjoyable event that enrich our college community.