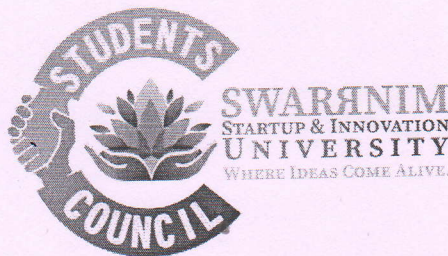




# **SWARRNIM STARTUP AND INNOVATION UNIVERSITY**

## **Standard Operating Procedure For Organizing Events**

**Prepared by  
Executive Committee - Events**



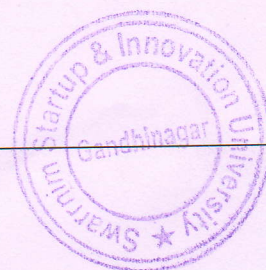
**CENTRAL EVENT COMMITTEE  
SWARRNIM STUDENTS COUNCIL**





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## 1. Development of Objectives:

With a view to streamline the set of procedures required to conduct various events, 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.

## 2. Central Event Committee:

Central Event Committees are appointed for a specific event tasks. Organizing an event goes much more smoothly with a proper team in place and this basic framework can be applied to any kind of event. This team will handle the logistical and larger details such as budget, venue, catering, attendance, etc.

A few committee duties:

- Finalized the tentative Calendar of events in the university
- Proper planning and execution of the event
- Event budget management and Documentation
- Creating Promotion, setting up and managing registration.

## 3. Swarnnim Students Council:

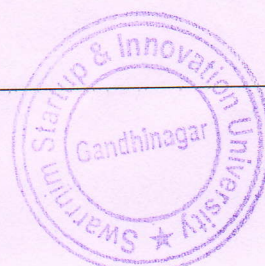
A Student Council is a group of selected students from constituent institute of the university and volunteer students working together with Central Event Committee. The purpose of the student council is to give students an opportunity to develop leadership by organizing and carrying out university student activities and events.

A few council duties:

- Share student's ideas and interest for student activities with Central event committee
- Proper planning, execution and volunteering the events
- Creating Promotion through Social media, and managing registration.
- Motivate the students to active participation in the events
- Identify the require budget for event

## 4. Pre-Event Activities:

- Approval:** The Central Event Committee/Student Council should take approval from higher authorities and Management to conduct the events.
- 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.





**c. 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
- Marketing expenses
- Branding Expenses
- Transportation
- Venue fees
- 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)

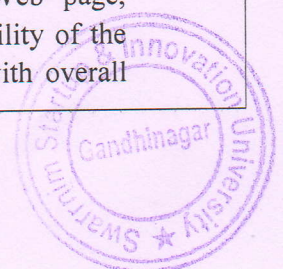
**d. Determine Venue/Location:** When determining the location for the event, the following points needs to be considered:

- 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 Sound System, Internet, Laptop and Projector potential A/V needs.
- 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.

**e. 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

**f. 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.

- g. 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.

**h. 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
- Ensure an adequate supply of water for guests & participants.

- i. 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
- Website story and banner
- Newsletter
- Email announcement
- Flyers/posters
- Social media (Facebook, Twitter, LinkedIn, Instagram, YouTube)

**5. Activities during the Event:**

On the day of event, Ensure the event run as per event flow and checking the setting arrangements, stage and venue clearance, banners/promos displayed properly, confirm guest presences, Ensure all signage is in place, Ensure registration desks are prepared and stocked with necessary items, 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,

**6. 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.

- a. Post-event Advertising Activities:** Include post-event stories and photos in Social media (Facebook, Twitter, LinkedIn, Instagram, and YouTube), website, Blogpost.
- b. Comprehensive Report:** A Comprehensive report to be prepared and the report to be submitted to the higher authorities of University.

