



# SAGE University, Bhopal

## Standard Operating Procedure



### Conduction of University Level Events including National Festivals

Name of Approval  
Authority:  
Signature:  
Date:

Vice Chancellor

13/10/22

SOP No.: 35

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## Introduction

With a view to streamline the set of events required to conduct various activities like Annual function, Annual sports meet and celebration of National festivals, Interuniversity events, fresher party, farewell party etc. it is necessary to a simple mechanism where it guides the performer to do the assigned tasks in a better way to achieve quality through continuous improvement.

## Process

Whole event management activities can be divided into three categories i.e

- Pre Event Activities
- During the Event Activities
- Post Event Activities.

## Pre-Event Activities

### In Principle Approval

The Event Coordinator should take principle approval to conduct the event from University Management.

### Team Formation

A team comprising of active members from the University should be formed headed by Honorable Vice Chancellor/Director-General, depending on the type of event. An event coordinator and other members should be deployed with responsibilities on the following subcommittees, such as:

#### Organizing Committee

SN	Committee	Member	Functions/Responsibilities	Due Date
1.	Core		would be responsible for Budget, Event approval, Strategic Planning, Overall Monitoring, Wrap-Up, Feedback, Documentation	
2.	Venue Management		Logistics, Transportation, Parking, VIP Guest arrangement, & catering management	
3.	Guest Management		invitations, RSVPs, greeters, registration, seating arrangements, etc.	
4.	Speakers/ Presenters Management		selecting, confirming, logistics, management, etc	
5.	Activities/Entertainment		Web presence, events calendars, printed programs, media relations, signage, social media, etc. Sponsor/partner management	



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### Determining the Theme of the Event

Choosing a timely and compelling theme to complement event objectives (i.e. expectation from the event, how to get attraction and title of the event)

### Budget Establishment

A comprehensive 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 (**Annexure - I**)

### Determine Venue/Location

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

- The Capacity of the venue to accommodate the Guests 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
  - 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)





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f) Consider other potential facility needs as well:

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

g) 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 to be taken care.

### Invitation to Guest

All the guests to be invited through Phone/E-mail etc. by sending an invitation Draft. Invitation letter is attached (**Annexure - II**)

### Setting up an Event Date

While setting up to event following points needs to be considered:

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

### Advertising & Promotion

Adequate publicity and promotional items like invitation, Web page, PowerPoint template, posters, directional signage, etc needs to be designed and printed.



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### 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. Sponsorship letter needs to be prepared to take Sponsoring form organizations against stalls/advertisement in Souvenir Product display/nomination of faculty/Students etc. (Annexure - III)

### Plan Menu for Meals and Refreshments

- Plans refreshments according to nature of the event (if any)
- 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 vital for effective execution of an Event. So a strong communication strategy is needed to promote the event, which 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.)

### Activities during the Event

On the day of event, confirm media attending, ensure all signages are in place, ensure that registration and media tables are prepared and stocked with necessary items Ensure all promotional items, gifts, memento, etc. are on-site, Ensure catering services, ensure Security and Parking.





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### 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.

#### ■ Post-event Advertising Activities

##### a) Include post-event stories and photos in:

- a. Web page(s)
  - b. Newsletters
  - c. Blog posts
  - d. Post videos and/or speaker presentation on your Web site and/or social media
  - e. Update your event page to include information on the event's success adding testimonial of the participants, guest, speakers etc.
- At the end of event, all the guests to be sent a thanks letter along with related photographs and event report **(Annexure-IV)**
  - At the end of the event, a concluding file to be prepared and submitted in Library / School **(Annexure-V)**
  - A brief summary of the event to be prepared and its soft copy to be sent to Registrar office for record **(Annexure-VI)**



# SAGE UNIVERSITY, BHOPAL

Katara Extension, Sahara Bypass Road, Bhopal (MP) 0755-6614400

## Tentative Budget

### A.) Sources of Income

SN	Sources	Amount (₹)
1.	Registration Fee (@---per head *expected registration no of students)	
2.	Sponsorships (External/Internal)	
	<b>Total</b>	

### B.) Expenditure Heads

SN	Heads	Expenditure amounts (₹)	Remarks
1.	TA to Experts		Expected Numbers of Experts
2.	Honorarium to Experts (if any)		Expected Numbers of Experts
3.	Lunch		Expected Numbers of person @---
4.	Accommodation of Speakers		Delegate will stay at Guest House SUB
5.	Creative		Brochure send by Email/Whatsaap
6.	High Tea		No of persons @ ----
7.	Certificates		No of Certificate @----
9.	Banner		
10.	Memento		
11.	Misc.( Campus Decoration, Stationary items)		
	<b>Total</b>		



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Annexure- II

**Invitation Letter**

To,

-----  
-----  
-----

**Sub.:** Invitation as Chief Guest/Guest of Honor/Special Guest/Expert

Name of Event.....

at Time -----Venue-----.

Dear Sir/ Madam

Greetings of the day!!

**About the SAGE University and Event (100 Words)**

The programme details (brochure) are attached herewith for your kind perusal.

We would be grateful to you for your kind presence as -----.

Thanking you in anticipation.

**Best Regards**





# SAGE UNIVERSITY, BHOPAL

Katara Extension, Sahara Bypass Road, Bhopal (MP) 0755-661440

Ref: SUB/.....

Date:.....

## Sponsorship Letter

To,

-----

-----

SAGE University Bhopal cordially invite you as a sponsor in ..... (Event Name) to be held on ----- (Date--) at SAGE University, Bhopal

In making a commitment to become a sponsor, your company will be assured high profile exposure at this Event.

Please take a few moments to read our proposal. We have appended the brochure for your perusal. If you require further information about sponsoring, please contact Dr. ----- at the SAGE University Bhopal, +91----- or email ----- To secure your place in the event, simply choose the sponsorship option that best suits you, and contact the organization team the event.

**Event Details**\_\_\_\_\_

**Kind of Event:**\_\_\_\_\_

**Date:**

**Venue:**

**Objective (100 Words)**

\_\_\_\_\_

**Who will attend?**

\_\_\_\_\_

**Expected Number of Participants:** We are expecting over- attendee from all over the country. The event will be promoted through websites, newspapers, and extensive email lists.





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## Sponsorship benefits

1. The event will be promoted to key Stakeholder in (relevant field) worldwide through newsletters, websites, brochures and Social Media.
2. Networking with event Speakers/Expert of the event will share their views and insights on the event topics. Their presence will be valuable to sponsors who wish to interact with them. Your representatives can network with key national & international event delegates to update their knowledge and understanding of your organization and services.
3. Strengthening the corporate image through the event, your company will be projected as an important player and leader committed to activities that benefit the academic & science life community. The event can also directly support your venture's marketing efforts by offering brand positioning, and image association.

All sponsors are promoted prior to and at the event as well as in the event, depending upon the level of sponsorship agreed.

### **PLATINUM SPONSOR - INR -----**

- Exclusive: only few Platinum Sponsorships are available
- Naming a session or reception (poster reception or icebreaker) after the sponsor
- Prominent display of company logo in presentation rooms and Banners
- Space for a booth at the venue to the company during the whole event.
- Acknowledgement of Platinum Sponsorship on all promotional material
- Inclusion of leaflets, flyers and paraphernalia (e.g. writing pads, pens) in event bag
- Specific requests might be accommodated (upon further agreement)

### **GOLD SPONSOR - INR -----**

- Display of company logo in presentation rooms and Banners
- Acknowledgement of Gold Sponsorship on all promotional material
- Inclusion of leaflets, flyers and paraphernalia (e.g. writing pads, pens) in event

### **SILVER SPONSOR - INR -----**

- Acknowledgement of Silver Sponsorship on all promotional material
- Inclusion of leaflets, flyers and paraphernalia (e.g. writing pads, pens) in event bag.

## **Please note**

1. The production of banners and any promotional material is the responsibility of the sponsor.
2. The arrangement of booth/business stand out has to be arranged by sponsor.



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Ref: SUB/.....

Date:.....

To,

-----  
-----  
-----

## Appreciations Letter

Dear Sir/Madam,

Greetings of the Day!!

On behalf of SAGE University, Bhopal, I would like to express sincere gratitude to your for taking time from your busy schedule to be the Expert in the (event name) organized at SAGE University, Bhopal.

Your presence and wise words helped magnify our cause in the best possible way. The (event name) was a huge success.

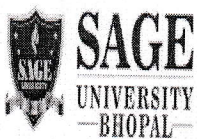
I also thank you, on behalf of our other speakers and guests who were thrilled to have you and for the deliberations done. Your enlightening words inspired so many people out there.

Once again thank you for your participation. We would look forward to have more such interactions with your in the future.

Please find attached the event coverage in Print/Electronic Media, report of the event along with few photographs for your records.

**Best Regards**





**Event File Creation**

In order to have better documentation of the events being organized by Faculty/HOD/HOS/ Clubs/Societies, please maintain a file (Hard copy) and keep one copy in the Library and one copy in the School within one week after conduction of the event with the following documents:

**Documents List**

1. Report of event with Photographs
2. Copy of news coverage, If any
3. Copy of detailed Schedule / Minute to Minute Program of Inaugural, Valedictory, Technical Sessions etc
4. Detail of all the Income & Expenses with Budgeted and Actual expenditure comparison
5. Basic Proposal which was duly approved by Senior Authorities of University
6. List of participants with paid fee details
7. Receipt /Acknowledgement of A/C Department
8. Brochure(s)
9. Creatives (all)
10. Copy of invitation mail to experts
11. Copy of thanks letter to experts
12. Sample copy of the Flex/Certificates/ Standees
13. Sample copy of the Memento/text printed in it etc
14. Details/brief resumes of all experts invited
15. Copy of the Souvenir /any other document printed
16. All the original messages of the Dignitaries, Experts printed in Souvenir
17. Any other relevant document

**Note: Librarian will confirm the receipt of the Physical file in the Library duly signed by Coordinator and HOD/HOS through mail to VC/Registrar/ Concerned HOS/HOD/Faculty members.**

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Ref: SUB/.....

Date: .....

## Report of Event

### A) Brief Detail

Sr No	Head	Description	Remark / Requirements
1	Name of the School (Organizer)		
2	Type of Event/Activity	Culture/Sports/Outreach Program/Day Celebration/Skill Development / Gender Sensitization/Anti Ragging /Placement Training/Competitions/NSS/others	
3	Dates of Event	(From-To) : DD/MM/YYYY	
4	Title of Event	Example-	
5	Venue		
6	Name(s) of Chief Guest/Special Guest/Resource Person/Speaker(s): If any		
7	Name of Coordinator		
8	Details of Collaborator/ Sponsor : If any		
9	Details of Participants (Faculty Members and Students separately)		





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## B) Brief about the Event (Minimum 50 Words)

## C) Outcome/Impact of Event / Activity in Brief

## D) Attachment: (Where ever Available)

- Photographs
- Press Release
- Fund utilization in case of external sponsorship
- Letter of Collaboration/Sponsorship

**Signature of Coordinator**  
(Name)

**Signature of HOS**  
(Name)