

## UNIVERSITY STRATEGIC EVENTS PROCEDURE FLOWCHART

|                                | RESOURCES  | ACTIONS   | RESPONSIBILITY   |
|--------------------------------|--|---|--|
| ANNUAL EVENTS CALENDAR         | <ul style="list-style-type: none"> <li>University Events Policy</li> <li>Delegations of Authority</li> </ul>   | <p>EDP to contact Event Owners for input into Annual Events calendar in Quarter 4 each year</p> <p>Are there any events planned for the next year?</p> <p>NO: No support required from EDP</p> <p>YES: List all events with details in the planning template as per guidelines</p> <p>EDP and event owners to discuss and review</p> <p>EDP to provide recommendations on Events</p> <p>Final approval required by DVC/Executive Deans/Faculty General Managers</p> <p>Finalise events and provisional budget approval</p> <p>University Annual Events calendar completed listing Strategic events to be supported by EDP</p> | <p>EDP Unit</p> <p>Event Owners in Faculty, Department and Offices</p> <p>Event Owners in Faculty, Department and Offices</p> <p>Event Owners in Faculty, Department and Offices / EDP Unit</p> <p>Vice-Chancellor, DVC (Corporate Engagement &amp; Advancement), DVC (Academic), DVC (Research), COO &amp; DVC, Executive Deans, Faculty General Managers, Chief Marketing Officer, CEO/Director</p> <p>Event Owners in Faculty, Department and Offices</p> <p>EDP Unit</p> |
| EVENT PLANNING                 | <ul style="list-style-type: none"> <li>University Events Policy</li> <li>Event brief and plan templates</li> </ul>   | <p>Based on calendar, strategic event project planning starts</p> <p>Event brief completed including objectives, deliverables, project timelines and milestones and approved by Event Owners</p> <p>Event requirements established and EDP support determined</p> <p>Support required from EDP</p> <p>Logistics and Operations</p> <p>Event Communications</p>  | <p>EDP Unit</p> <p>Event Owners in Faculty, Department and Offices</p>   |
| EVENT LOGISTICS AND OPERATIONS | <ul style="list-style-type: none"> <li>Procurement Policy and handbook</li> <li>Entertainment Policy</li> <li>Delegations of Authority</li> </ul>            | <p>EDP to work with internal and external stakeholders as required</p> <p>EDP to provide updates and seek approval on those, including budget, from Event Owners</p> <p>Logistics and Operations for Event confirmed</p>  | <p>EDP Unit</p> <p>Event Owners in Faculty, Department and Offices</p>   |
| EVENT COMMUNICATION            | <ul style="list-style-type: none"> <li>Brand Identity</li> <li>Privacy Policy</li> <li>Protocol guidelines</li> <li>Cvent Event Management System</li> </ul> | <p>Communication brief completed by EDP and approved by Event Owners</p> <p>EDP to create communications suite including website, registration and emails using Cvent</p> <p>Event Owners to test and approve communications suite</p> <p>EDP to launch and set progress reports</p>  | <p>EDP Unit</p> <p>Event Owners in Faculty, Department and Offices</p> <p>Group Marketing</p>  |
| EVENT EXECUTION                | <ul style="list-style-type: none"> <li>Protocol guidelines</li> </ul>  | <p>EDP support event day event execution per Event brief</p> <p>Logistics support provided as per event brief</p> <p>Event executed</p> <p>Communications support provided as per event brief</p> <p>Post Event debrief, review, reporting and recommendations</p>  | <p>EDP Unit</p> <p>Event Owners in Faculty, Department and Offices</p> <p>EDP Unit</p>   |