University Strategic Events Procedure

Section 1 - Purpose

(1) This Procedure outlines the University's Strategic Events Support Model to ensure the appropriate management, approval, briefing, communication and delivery of Strategic Events in accordance with the University Events Policy.

Scope

(2) This Procedure applies to all Macquarie University (University) Strategic Events.

(3) The Procedure applies to all staff and students involved in University Strategic Events.

Section 2 - Policy

(4) Refer to the University Events Policy.

Section 3 - Procedures

Planning Annual Events

(5) Each year, the Events and Domestic Protocol (EDP) team will develop an Annual Events Calendar in consultation with Faculties, Offices, and Controlled Entities.

(6) During Quarter Four of each year, the Events Director will formally contact stakeholders across Faculties, Offices, and Controlled Entities to gather input for the upcoming year's calendar.

(7) Stakeholders may also proactively contact the Events and Domestic Protocol team at events@mq.edu.au if they wish to propose or conduct a Strategic Event.

(8) The Events Director will work collaboratively with stakeholders to:

a. review all proposed events;
b. provide recommendations based on the Universities priorities; and
c. assign each event a tier level, in accordance with the Event Tier Categorisation Model, which determines the level and nature of EDP support.

(9) To be included in the Annual Events Calendar event proposals must be submitted by the year preceding the scheduled event.

(10) Events must meet EDP's eligibility criteria and be approved during the review process.

(11) Support provided by the EDP team may include, but is not limited to:

a. event planning and coordination;

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b. protocol and ceremonial arrangements;
c. liaison with internal and external stakeholders; and/or
d. logistical, technical, and venue support.

(12) Support levels will be determined by the Events Director using the Event Tier Categorisation Model, which prioritises events based on strategic significance and available resources.

(13) Following the review and tiering process, the Events Director will finalise and circulate the Annual Events Calendar.

(14) The Annual Events Calendar will include:

a. all Strategic Events scheduled for the year; and
b. the approved level of EDP support for each event, based on its assigned tier.

(15) The Event Content and Technology Guide is reviewed and updated annually. It is available on the Events and Domestic Protocol Sharepoint or upon request from the EDP team at events@mq.edu.au.

Strategic Event Plan (SEP)

(16) A Strategic Event Plan (SEP) must be developed by the allocated EDP team member, in consultation with the Event Owner, for each event supported by the EDP team.

(17) The SEP must include:

a. Event objectives:
    i. A clear overview of the event's objectives, including what constitutes success and how this will be measured; and
b. Content brief:
    i. a timeline including the registration launch date and event communications schedule; and
    ii. draft content for registration and all event communications.

Event Communication

(18) Where required, based on the approved SEP, the EDP team will create a registration destination in EventsAir, which may include:

a. a website (where appropriate);
b. a registration page; and
c. event communications such as invitations, registration confirmations, and reminders.

(19) The EDP team will contact Event Owners to test and approve the registration build prior to launch.

(20) Once approved, the EDP team must launch the registration build as soon as practicable and provide relevant stakeholders with access to the reporting portal.

Event Execution

(21) In preparation for a Strategic Event, the EDP team will collaborate with Event Owners as required. Planning may include:

a. advisory planning and support (Tier 2 Events);

b. venue bookings (Flagship and Tier 1 Events);
c. budget planning (Flagship and Tier 1 Events);
d. supplier management (Flagship and Tier 1 Events);
e. order of proceedings and runsheet development (Flagship and Tier 1 Events); and/or
f. speaker brief development (Flagship and Tier 1 Events).

(22) The EDP team will provide logistical support for Flagship and Tier 1 Events.

(23) The EDP team will provide on-the-day support for Flagship and Tier 1 Events. The type and scope of support must be agreed in advance between the EDP team and the Event Owner.

Post-Event Review

(24) Within three weeks of a Tier 1 event, the EDP team and Event Owner must conduct a post-event debrief. The debrief should include:

a. a general review of the event;
b. reporting on objectives and deliverables; and
c. recommendations for improvement.

Section 4 - Guidelines

(25) Nil.

Section 5 - Definitions

(26) The following definitions apply for the purpose of this Procedure:

a. Annual Events Calendar means the list of events submitted by faculties, departments and offices that have been approved for Events and Domestic Protocol team support. These events must be submitted and approved for support in the year preceding the event date.
b. Event Owners means University staff from faculties, departments and offices who are responsible for planning an event and liaising with the Events and Domestic Protocol team.
c. Event Tier Categorisation is a four-tier system (Flagship, Tier 1, Tier 2, Tier 3) that classifies University events based on purpose, audience and institutional priority. This determines the level of support provided by the Events and Domestic Protocol (EDP) team .
    i. Flagship Events: Large-scale, brand-defining events delivered annually that are central to University reputation and operations. These events receive full service from the Events and Domestic Protocol team.
    ii. Tier 1 Events: Events that drive revenue, recruitment, or donor engagement (e.g., student recruitment, alumni, and donor events). These events receive full EDP support.
    iii. Tier 2 Events: Events that promote knowledge sharing, community engagement, or academic reputation (e.g., conferences, community events, gallery events). EDP provides technology and advisory support.
    iv. Tier 3 Events: Internal events for staff and current students (e.g., research updates, faculty staff gatherings). These events are self-managed by departments with limited EDP advisory support.
d. Strategic Event means a planned and approved event that is of strategic value to the University and meets the Strategic Event Criteria as specified in the University Events Policy.

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