

TYPE:	Administrative
TITLE:	Event Management
NO.:	ADMIN-267
RESPONSIBILITY:	Associate Vice President, Communications, Marketing + Student Recruitment Chief Administrative Officer
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	October 2020
REVISED DATE(S):	
REVIEW DATE:	October 2023

1. Introduction

The Communications, Marketing + Student Recruitment department (CMR) coordinates all corporate-level in-person, virtual and external campus events including open house, convocation, building openings, dignitary visits, major announcements and significant partnership events.

2. Purpose

This policy and procedure provides a framework for ensuring a strong, positive brand image that is consistent with Durham College's (DC) mission, vision, and values is reflected through the College's event management.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. CMR works collaboratively with departments and schools to strategically plan events that showcase the success of the College and our students to key stakeholders.
- 4.2. Corporate event strategies and plans are guided by DC's mission, vision, values and brand. CMR adheres to the College brand guidelines to maintain quality and professionalism in the planning of events.
- 4.3. Event invites, invitations and promotions must comply with the requirements of Canada's Anti-Spam Legislation (CASL).

5. Procedure

5.1. Internal corporate-level events

Internal stakeholders planning corporate-level events are to contact the associate vice-president, Communications, Marketing + Student Recruitment as early in the planning process as possible.

The associate vice-president, Communications, Marketing + Student Recruitment will involve the manager, Events and Strategic Initiatives in the planning process who will:

- a) Consult with the client and develop an event strategy and execution plan.
- b) Provide guidance and advice on scheduling the event.
- c) Determine the requirements for on-campus event logistics including: facilities requests, parking services, signage, audio-visual equipment, external rentals, catering, housekeeping, security, risk management and central scheduling, as required.
- d) Co-ordinate the creation of event materials, which may include banners, programs, giveaways and invitations.
- e) Arrange for guest speakers, speaking agendas and scripts, as required.

5.2. Internal corporate-level events involving high-profile guests

Organizers of special events involving high-profile guests are requested to contact the Office of the President prior to the guest being formally invited and before promotion of the event begins.

The co-ordination of multi-party communication materials such as speeches, news releases, invitations, etc., allows DC to effectively steward its public reputation in event management and ensures event-related communications and marketing efforts are aligned. Compliance with protocols associated with guests ensures appropriate management of issues that may arise and avoids scheduling conflicts.

5.3. Requests for event management support from external contacts

External contacts, such as corporate sponsors and community partners, may request support from CMR for approved partnership events hosted at DC, such as funding or research announcements. Support of these events is granted provided requests align with the College's strategic priorities.

5.4. Promotion of corporate-level events

- Event details will be communicated through the appropriate channels, as applicable, including: DC website, mobile app, digital signage, social media and employee intranet – Information Centre for Employees (ICE), media.
- Durham College Leadership Team and the Board of Governors will be advised of all internal events and invited to attend, when appropriate.

6. Roles and responsibilities

- 6.1. The associate vice-president, Communications, Marketing + Student Recruitment is responsible for overseeing the strategic development of all corporate-level campus events as outlined in this policy and procedure.
- 6.2. The manager, Events and Strategic Initiatives is responsible for providing leadership, oversight and guidance for all corporate-level events. Including the development and execution of key events and announcements supporting DC's strategic objectives and key deliverables and ensuring overall consistency of its brand and reputation.
- 6.3. Organizers of special events which involve high-profile guests are responsible for contacting the Office of the President prior to the guest being formally invited and before promotion of the event begins.
- 6.4. The Office of the President and manager, Events and Strategic Initiatives, are responsible for working collaboratively to ensure protocols, related to events involving high-profile guests, are followed, and for stewarding DC's brand across communications channels and marketing platforms derived from special events involving high-profile guests.
- 6.5. All CMR employees are required to uphold the confidentiality of all information pertaining to DC.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the relationships with College community and both external stakeholders and the media, which could lead to financial loss and damage to the College's reputation.

9. Communications plan

A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE.

A message will be posted on MyCampus alerting students when new or revised policies and procedures relevant to students have been posted to MyCampus.

10. Related forms, legislation or external resources

- [C+M project request form](#)
- [Photo, video and multimedia consent form](#)
- [Media request form](#)
- [Canadian Anti-Spam Legislation](#)