

Standard Operating Procedure (SoP) for Organizing an Event at IILM University, Greater Noida

1. Purpose

With a view to streamline the set of procedures required to conduct various activities like FDP/workshop/conferences/seminar/Convocation/Expert Talk/Guest Lecture/Annual Day/Foundation Day etc, 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. This SoP outlines the steps and responsibilities involved in organizing an event at IILM University, Greater Noida, ensuring a structured and smooth execution while aligning with the university's vision, academic and extracurricular objectives.

2. Scope

This SoP applies to all academic, cultural, sports, and other events organized within the university premises, including seminars, workshops, guest lectures, conferences, and student activities.

3. Event Planning and Execution

Step 1: Event Proposal Submission

- The organizing department/faculty/students must fill out the **Event Proposal Form**.
- The form must include event details such as title, objectives, target audience, speaker(s), budget, venue, date, and required resources.
- The proposal must be approved by:
 - Head of the Department
 - Dean of the School
 - Registrar
 - Executive Director/COO
 - Vice Chancellor (as required)
- Hard copies of promotional materials or programme flyers must be submitted to the IQAC office.

Step 2: Budget Approval and Resource Allocation

- Establish a comprehensive budget listing all expenses:
 - Cost of participation Kit
 - Marketing expenses
 - Branding expenses
 - Transportation
 - Venue fees (if held outside IILM University)
 - Guest accommodations (if applicable)
 - Food and beverage
 - Honorarium/Visiting fee to the experts
 - Entertainment and recreation
 - Audio-visual equipment
 - Memento/souvenirs
 - Security
 - Contingency fund (for last-minute or miscellaneous expenses, if any)
- Sources of Income:
 - Participation Fees
 - Sponsorship & Partnerships
 - Internal university funding (if applicable)

Step 3: Venue and Logistics Arrangements

- Book the venue (Auditorium, Seminar Hall, Outdoor space, etc.) in advance.
- Arrange necessary resources:
 - Seating arrangements
 - Audio-visual equipment
 - Catering services (if applicable)

- Transportation (for guests or participants, if needed)
- Decorations
- Accommodation for guests (if required)

Step 4: Promotion and Marketing

- Develop a promotional plan, including:
 - Posters, banners, and flyers (both digital and print)
 - Social media campaigns
 - Email and WhatsApp invitations
 - Official university website updates
 - Inform the university officials/staff/alumni
- Seek design support from the University's Media Team for branding consistency.

Step 5: Event Coordination

- Assign roles:
 - **Convenor:** Overall event in-charge
 - **Co-Convenor:** Support and coordination
 - **Event Coordinator:** Logistics and execution
 - **Student Volunteers:** Assistance in handling audience and speakers
- Ensure all speakers/guests are briefed before the event.
- Have a designated help desk or registration counter.
- Follow the event agenda strictly to maintain time management.

Step 6: Event Completion Report Submission

- Submit the **Event Completion Report** within three working days post-event.
- The report must include:
 - Summary of the event
 - Key takeaways and outcomes
 - Attendance details (attach attendance sheet)
 - Photographs (with GPS details)
 - Feedback from participants and speakers
 - Financial expenditure details (if applicable)

Step 7: Feedback and Analysis

- Collect feedback from attendees, organizers, and stakeholders.
- Evaluate the success of the event based on participation, engagement, and objectives achieved.
- Identify areas for improvement for future events.

4. Compliance and Approvals

- Ensure compliance with university policies and guidelines.
- Maintain records of approvals, budgets, and event documents for future reference.

5. Conclusion

By following this SoP we may ensure a structured approach to event planning, execution, and evaluation, contributing to the quality and impact of events conducted at IILM University, Greater Noida.

Approved.

 Vice Chancellor
 IILM University, Greater Noida