

CAPRICORN DISTRICT MUNICIPALITY

EVENTS MANAGEMENT GUIDELINES



CONSULTATIVE MEETINGS	
Executive Management	03 July 2017
Management	10 July 2017
Local Labour Forum – Sub Committee	11 January 2018
Local Labour Forum	9 May 2018
Portfolio Committee SEMS	14 June 2018
Mayoral Committee	22 June 2018
Council	27 June 2018

Notwithstanding the review date as shown, this guidelines shall remain effective until approved otherwise by Council and may be reviewed on an earlier date as deemed necessary.

CAPRICORN DISTRICT MUNICIPALITY
2018 - 2021 Events Management Guidelines



VISION

“Capricorn District, the home of excellence and opportunities for a better life”

MISSION

“To provide quality services, in a cost effective and efficient manner, through competent people, partnerships, information and knowledge management creating sustainability of economic development in the interest of all stakeholders”

VALUES

I : Integrity
R : Responsibility
E : Excellence
S : Service
P : Partnership
E : Empowerment
C : Communication
T : Trust

1. INTRODUCTION

Event coordination is the integrated implementation of all operational and logistical requirements of an event, based on the scope of event elements included in the event design. All events require considerable resources, planning, coordination and commitment from events management committee.

Vision is vital to the success of any event. It is the grand scheme of how an event will be perceived before, during and after it takes place. It is in general what the event should hope to accomplish. Capricorn District Municipality conducts events which reflect on the overall image and reputation of the municipality. It is therefore crucial that the highest level of professionalism is brought to the planning and management of events. Regardless of the size and type, events play a crucial role in the positive presentation and positioning of the municipality. Often involving different stakeholders, events are an opportunity to showcase and build on the district's corporate and community profile and reputation.

NB: events shall mean any gathering that will take place in a venue that carries more than 20 people. A gathering that will need branding, registration, programme, speech, promotional materials, presentations, etc., shall be considered as an event.

2. OBJECTIVES

- a. To provide direction for co-ordination and management of all municipal events;
- b. To identify a consistent, proactive and integrated approach to events management;
- c. To determine the level of involvement and support of CDM's event;
- d. To determine the level of involvement and support of local municipalities and sector department's events;
- e. To guide and support officials to successfully plan and manage events;
- f. To ensure that allocated budget for events is used effectively and efficiently.

3. PROBLEM STATEMENT

Capricorn offers a wide range of events across the District, ranging from institutional calendar events to other sector departmental events and what we refer to emergency events.

However the strategic coordination of these events is lacking. Challenges to growing events include funding, incompatible spread of events, poor planning, late scheduling of events, lack of communications and marketing is a challenge to growing events in CDM.

As a result events with growth potential, especially in less visited local municipalities, often do not have access to the necessary support in making them successful. This is due to the following:-

- a. **Lack of coordination.** Even though events are supposed to be managed from Communications Unit, some events are not coordinated at that central point to ensure compliancy. CDM still lacks strategic focus and this result in them not being properly coordinated to effectively provide events that has growth potential with support;
- b. **Poor information management.** Lack of information dissemination regarding the internal, provincial and national events supply that needs support to maximize their potential and this lead to a development of speeches that are not well researched
- c. **Poor protocol management.** Political leadership being unable to be properly coordinated and allocated rightful seats in different events.
- d. Composition of events committee is made of representatives of six departments and they are appointed formally with letters signed by MM and they must accept the appointment.

4. POLICY CHARTER

4.1. Institutional Events Calendar

- a. The institutional event calendar shall be developed in the last quarter, i.e. April – June of each financial year.
- b. Executive Managers of different directorates shall be notified to forward their annual events to Council Support and Communications Unit.
- c. The process shall be open for the whole quarter to ensure that all events are incorporated in the institutional events calendar.
- d. During the month of May of each financial year a schedule of consultations with all directorates shall be developed and consultation shall commence to make certain that forwarded events are well located in the calendar.
- e. The draft institutional event calendar shall be presented to all municipal existing structures.
- f. During the month of June of each financial year, the draft institutional events calendar shall be presented to the Council for approval.
- g. Once the institutional events calendar has been approved by Council, this shall allow proper planning and implementation of the municipal events from the first quarter of the next financial year.
- h. Representatives from internal departments shall be invited to the Events committee to make a presentation of their concepts before execution
- i. The events that shall not have been included in the institutional events calendar shall not be considered as official events therefore it may affect the implementation.
- j. External and Ad-hoc events will be presided by the chair of the event committee and report will be written thereof
- k. All external events and invitations for participation by Political Leadership shall be reported to the Communications Unit and Office of the Mayor for proper coordination.

4.2. Establishment of Events Management Committee

It is significant to establish events management committee to avoid challenges in coordination of events. The purpose of the committee shall be to ensure successful coordination of district events.

1. The event committee shall be established involving all six departments in CDM
2. It shall be chaired by Events Manager in Communications Unit

The following units shall be represented in event committee

- Public participation
 - Protocol and research Officer
 - Two members from special focus
 - Supply Chain Management
 - Fire services and Disaster
 - Municipal health
 - Institutional Social Development
3. The event committee shall make strategic decisions about the events in consultation with relevant departments internally and externally.
 4. The event committee shall be convened and chaired by Communications Unit after an approved concept has been presented
 5. Members of the event committee shall ensure that concepts for events from their various departments are developed, submitted and approved.
 6. Members of the events management committee shall be formally appointed to the committee, allocated roles and responsibility to execute in preparation of the events
 7. Preparatory meetings shall be developed to monitor progress of the events preparation and only specific members in the committee and relevant department shall attend to events.
 8. The communications manager or head of events management shall chair all preparatory meetings and events co-coordinator shall be a scribe.
 9. Additional activities by Committee members shall be included in their performance plans

4.3. Pre-Planning

Pre-planning shall involve what needs to happen before staging of any event (big or small).

- a. The concept documents shall always be developed by relevant user department and approved by Municipal Manager before staging of any event.
- b. It shall be able to incorporate all the necessary elements and components, as well as to merge the logistical and operational parameters and practices into the event plan.
- c. The concept shall be developed a month before the actual date of the event to allow the Municipal Manager an opportunity to comprehend the document to his satisfactory and make inputs.
- d. Such period shall also allow internal processes such as Supply Chain to be executed adequately without being under pressure.

- e. After the concept document has been approved it shall be forwarded to Communications and Events Manager to commence with preparations together with the user department
- f. This shall allow all District's events (internally and externally) to be managed from one central point, which is Communications Unit.

The concept document shall entail the following:

a. Background

- I. The focus shall be on legislations and reasons that enforce the implementation and commitment of resources for an event.
- II. The concept document shall be explicit and reasonably detailed about how the event shall run including the planning phase.
- III. The background shall also include the proposed date and venue for the event.
- IV. The concept document shall also highlight all the main objectives of the event and give detailed purpose of such event for the purpose of speech witting
- V. It shall also give possible budget to be utilised in that specific event

b. Objectives

- I. The objectives addresses the purpose to achieve the set goals. The set objectives shall be in a **SMART** approach.

S : Specific
M : Measurable
A : Achievable
R : Realistic
T : Time bound

c. Target audience

- i. It is vital to identify who we want to target to ensure that relevant stakeholders attend the event.

d. Personnel resources

- i. The identification of personnel resources required is key, it shall assist to avoid having many officials at the event without any roles.
- ii. The events management committee and officials from the user department shall be playing a major role in the event preparation.

e. Financial resources

- i. A clear budget breakdown, indicating the cost for all logistics shall be required.
- ii. The Budget **VOTE** which shall be used shall also be mentioned to ensure availability of funds in the specific VOTE.

Note: *proper and advance planning is required to avoid deviations:*

f. Draft programme

- i. The draft programme shall be part of the Concept Document and shall be required – this shall specify proposed speakers.
- ii. The concept document shall be prepared keeping in mind that to request the presence of political leaders shall be made **seven (07) working days** prior the event and the approved concept document shall be attached to provide detailed information about the event.

No event shall be hosted without an approved concept document – except when the Accounting Officer has approved or given a go ahead or it is in partnership with sector departments and other parastatals and partners.

4.4. Planning

- To ensure appropriate and progressive planning, a standard checklist is already developed.
- The checklist shall be used to check progress of all the logistics required for an event, indicating the person responsible and time frame to execute the activity.

SEE ANNEXURE 2 AS AN EXAMPLE OF STANDARD CHECKLIST.

IMPORTANT THINGS TO NOTE

For any event

- a. Development of a schedule of **preparatory meetings** shall be arranged for the first preparatory meeting well before the event to allocate tasks and ensure that every aspect is covered;
- b. Ensure that **minutes and proceedings** of all preparatory meetings are recorded;
- c. Hold a **briefing meeting** prior the event with all relevant stakeholders;
- d. Schedule a **debriefing meeting** immediately after the event to ensure that all of the positive aspects are retained and that any negative aspects are rectified and eliminated from the next event.
- e. After identification of services needed for the event, Local **promotion of economic development** shall be practised by appointing local service providers coming for that particular area (*e.g. Service providers in Molemole should be appointed if the event is in Molemole*).

Note: As part of planning, the following shall be emphasized:

4.4.1. Invitations

- a. The guest list shall be updated to ensure that the targeted audience receive invites on time.
- b. The invites shall be sent out at least **20 days** before the event and follow-up for attendance be made **5 days** prior the event.
- c. The record for sent out invites and confirmations for attendance shall be kept in the file.
- d. Invitations shall be either a designed or formal letter approved either by the Municipal Manager or Executive Mayor.

4.4.2. Publicity

- a. Publicity shall be done sufficiently in order to reach the targeted audience.
- b. For an event to be effectively implemented, widespread of information and communications shall be required.
- c. Continuous communication with all role players as the project proceeds shall be essential to avoid misunderstanding and confusion.

- d. A publicity plan shall be developed and shall be relevant to the people needed to attend the event.
- e. It shall be carefully considered how to reach the targeted audience. Some ways of communicating the event shall include:
 - i. A website
 - ii. Social media
 - iii. Advertising in local and other relevant media outlets
 - iv. Posters/ flyers/ brochures
 - v. Press releases and conducting interviews on radio
 - vi. Talk show appearances
 - vii. Announcements in IGR and other Meetings
 - viii. Bulk SMSes
 - ix. Internal Emails
 - x. Notice boards

4.4.3. Program

- a. The speakers shall be informed on time that they are on the programme and what their role is to ensure adequate preparation.
- b. One-on-one briefing meetings shall be arranged between office of the Executive Mayor, MM, Speaker and Communications to do briefings to the political leadership as and when it is required.
- c. The programme shall be approved in the Office of the MM

4.4.4. Registration

- a. Registration will be done on-site to verify attendance.

4.4.5. Transportation

It is important to specify the mode of transport that shall be used to ferry the event committee, Councillors and Public from their different locations to the hosting venue.

- b. CDM pool cars (mini buses) shall be required to assist the committee in executing their tasks prior to the event and transport Councillors to the events where they cannot drive
- c. External busses shall be hired and the bus routes shall be identified to ensure that the public know where to wait for the arranged transport.
- d. For all mode of transport identified to be used, it shall also be important to ensure that there are co-coordinators.
- e. The co-ordinators shall make certain that for example, the transport driver uses all the identified bus routes and does not leave people behind as per agreed time at different pick-up spots.
- f. After appointment of transport service providers, a briefing meeting shall be arranged to emphasize the time to collect the public from the identified spots and return them from the hosting venue to where they were collected.

4.4.6. Catering

- a. A catering plan shall be developed which will detail the number of service providers to be appointed and for how many people shall each service provider cater for, the identification of serving points and after care.
- b. The development and use of meal tickets shall be included in the plan to avoid some shortages from a service provider (depending on the event type)
- c. Municipal health Unit shall assist in monitoring of caterers and where they are preparing food.

4.4.7. Equipment

- a. The public address system to be procured shall also cover the video coverage in it as part of the specifications.
- b. Specifications shall be developed from communications unit.
- c. Internal mini sound shall be used in the indoor events to reduce costs

4.4.8. Protocol

- a. A protocol and VIP advancement plan shall be developed and be available
- b. Office of the EM and Council Support shall take a lead on protocol issues
- c. Depending on the type of events or occasions, it shall advise the event committee how protocol shall unfold taking into account the following:
 - i. Proceedings in the holding room
 - ii. Sitting and eating arrangements
 - iii. Delegates to attend the event
 - iv. Confirmed attendees
 - v. Media interviews

4.4.9. Joint Organising Committee (JOC)

In terms of the out-door events which has more than 50 people invited, presentation shall have to be made to Joint Operations Committee for compliance, health and safety.

- a. This committee is constituted by the police, traffic control, emergency services, disaster management and municipal health.
- b. The events manager shall prepare detailed event plan to be presented to JOC. The plan shall clearly explain the following:
 - i. Floor Plan drawings
 - ii. Number of people expected to attend the event
 - iii. Event categorization
 - iv. Public Liability (request from Finance Department)
 - v. Number of VIP's expected to attend the event
 - vi. All entrances and exits
 - vii. Parking for VIP and public
 - viii. Tent/s (with engineer certificate and extinguishers)
 - ix. Stage location (in case there is a stage, engineering certificate will be required)

- x. Seating arrangement
- xi. Food stalls (if need be)
- xii. Toilet facilities (chemical or VIP movable toilets)
- xiii. Emergency access routes
- xiv. Refuse containers
- xv. Municipal Environmental Health Officers
- xvi. Banners and signage
- xvii. Security, volunteers and police locations
- xviii. Communication centre
- xix. Ambulance, Fire and disaster trucks (in-case of outdoor event)

Road Closure and Emergency Management Services

- a. If there shall be a need to close a road, approval shall be obtained from the local municipality in charge of the hosting venue.
- b. The request for approval of road closure shall be in writing.
- c. The emergency management services charges for their services when is required, the municipality shall in writing request for such services as part of JOC requirements.

4.4.10. Implementation / on the Day of the Event

- a. The action plan shall be developed and it shall entail duties allocated to each member of the events management committee for execution.
- b. The plan will state exactly who does what. Interference with others members duties will not be accepted.

SEE ATTACHED ANNEXURE 3 AS AN EXAMPLE OF ACTION PLAN

5. EVENT EVALUATION

Evaluation is an important part of the event management process. It allows constructive criticism and feedback which helps build on improvements for other events. For this process to be effective and valuable, it is desirable that it be carefully designed and structured using key performance indicators to measure the various components of an event.

- a. The event shall be evaluation on the same day of the event, after the event is completed, because everyone will be available, however, due to the challenge one can face in convening people at the place, it is also advised to meet within three days after the event..
- b. The manager shall prepare post-event report, outline achievements, challenges experienced and recommendations made.

SEE ATTACHED ANNEXURE 4 AS AN EXAMPLE OF STANDARD EVENT EVALUATION TEMPLATE

6. EVENTS FROM LOCAL MUNICIPALITIES, PROVINCIAL AND NATIONAL

As Capricorn District Municipalities shall provide support to local, provincial and national events by:

- a. Attending preparatory meetings and execute tasks as allocated to Capricorn District Municipality, including, the disclosure in terms of budget contributions in case we are required to contribute.
- b. Ensure availability of District Executive Political office bearers and Accounting Officer or managers when required at events
- c. Ensure the District is branded in events

7. SERVICE STANDARDS FOR EVENTS

Activities	Proposed time frame
1. Events Concept development	A month before the event
2. Event concept presented to Events Committee through Communications Manager or Event Manager	Three weeks before event
3. Municipal Manager approval	Within the three weeks
4. SCM processes are followed by user department	Three weeks before
5. Events Committee reconvene	Within the two weeks
6. Duties Allocation to events committee	Within the two weeks
7. Presentation to JOC	Within the two weeks
8. Monitoring of service provider a day before the event	A week before
9. Event execution	Event day
10. Event debriefing	Within three days after the event

ANNEXURE 1: EXAMPLE OF INSTITUTIONAL EVENTS CALENDAR

MONTH/THEME	ACTIVITY	RESPONSIBILITY	COMMUNICATION OBJECTIVE
July Youth Month	Stakeholder meetings- Report back sessions	IDP / Communications	Inform stakeholders on Municipal KPAs as per adopted IDP/Budget
	EM Football Challenge	Sports unit	The importance of sport in communities
August Women's Month	Internal Women Celebration	Special Focus/ Office of the Speaker	Highlight the importance of women in work places
	Women's parliament	Special Focus/ Office of the Speaker	Encourage participation of women in governance
September Heritage/ Tourism Month	District Heritage Celebration	Sport, Arts & Culture	Educate people on cultural diversity
	Arbor day	Environment	Encourage people to care of the environment and the importance of planting trees
	IDP Rep Forum	IDP	Creation of an inclusive planning platform
	Preparations for the Vuna Awards competition	Office of the MM/ IDP	Show case excellence service provision activities in the district
October Breast Cancer Month	Breast Cancer Awareness campaigns	Special Focus	Create more awareness about cancer
	World Water Monitoring day	Water Quality	Educate learners on water quality management and careers in water
	World Disaster Reduction day	Disaster Management	Create awareness on the dangers of man-made disasters
	Council Outreach	Office of the Speaker	Give people platform to interact with their leaders
	District Batho Pele celebration	Communications	Taking services to the people

November National Awareness on violence against women and children	Launch of 16 days of Activism on No Violence Against Women and Children	Special Focus	Highlight on the negative impact abuse has in society
December National Reconciliation Month	Council Meeting	Office of the Speaker	Inform people about Council decisions
January Back to School Month	Back to school campaigns	Special Focus/ Sport, Arts & Culture	Encourage learners to prioritise educations
	Council Outreach	Office of the Speaker	Give people platform to interact with their leaders
February Safety and Security Month	State of the Nation Address	President of the Republic of South Africa	Mobilise communities to listen to the President
	State of the Province	Premier of the Province	Mobilise communities to listen to the President
March Human Rights Month	Water Week	Communications/ ISD	Educate people about the importance of preserving water as a scarce resource
	Annual Report Public Hearings	Office of the Speaker/ Communications	Assessment platform on the municipal performance by the community
April Freedom Month	IDP/ Budget Public Consultation	IDP/ Communications	Encourage communities to attend and input on municipal plans for the coming financial year
May	Take a Child to Work campaign	Special Focus/ Communications	Expose learners to working environment and assist them in career guidance
	Budget Speech/ State of the District Address	The Executive Mayor	Raise awareness on municipal plans and programmes for the new financial year
June Youth Month	Youth Development Campaigns	Special Focus	Raise awareness on Youth programmes
	Youth Parliament		

NB: THE ACTUAL DATES AND VENUES ARE TO BE FINALISED.

ANNEXURE 2: STANDARD CHECKLIST TEMPLATE

ACTIVITY		PLANNING PHASE	RESPONSIBILITY	DATE	PROGRESS
PRE-PLANNING	• Concept document				
	• Number of Audience (s)				
	• Costs (budget)				
	• Date				
	• Location or venue				
INVITATIONS	• Listing of targeted stakeholders				
	• Development of letters to be signed by MM				
	• Designs of invitations				
	• Sending and making follow-ups				
PROGRAMME	• Development of draft programme				
	• Speakers on the programme				
	• Confirmation of speakers on the programme				
FACILITIES AND CATERING	• Tents and chairs				
	• Décor (table cloths and seat covers)				
	• Community Hall				
	• Catering				
	• Ablution				
	• Grading of the venue				
	• Electricity				
EQUIPMENT	• Sound System and Video coverage				
	• Stage size				

	ACTIVITY	PLANNING PHASE	RESPONSIBILITY	DATE	PROGRESS
	<ul style="list-style-type: none"> Podium 				
PUBLICITY AND MEDIA	<ul style="list-style-type: none"> Advertising 				
	<ul style="list-style-type: none"> Internal memos 				
	<ul style="list-style-type: none"> Posters 				
	<ul style="list-style-type: none"> Media statement and media briefing 				
	<ul style="list-style-type: none"> Pre and post interviews 				
	<ul style="list-style-type: none"> Bulk smses and emails 				
	<ul style="list-style-type: none"> 				
	<ul style="list-style-type: none"> Story writing 				
	<ul style="list-style-type: none"> Online media and Social media 				
	<ul style="list-style-type: none"> Word of mouth, Moshate 				
MOBILIZATION	<ul style="list-style-type: none"> Use of ward committees and CDWs 				
	<ul style="list-style-type: none"> Ward meetings 				
	<ul style="list-style-type: none"> Loud hailing 				
PHOTOGRAPHY AND BRANDING	<ul style="list-style-type: none"> Photographs 				
	<ul style="list-style-type: none"> Banners 				
	<ul style="list-style-type: none"> Exhibitions 				
	<ul style="list-style-type: none"> Information packs 				
TRANSPORTATION	<ul style="list-style-type: none"> Allocation of buses 				
	<ul style="list-style-type: none"> Bus coordinators 				
	<ul style="list-style-type: none"> Transport for councilors 				
	<ul style="list-style-type: none"> Transport for special groups 				
	<ul style="list-style-type: none"> Transport for media 				
PROTOCOL	<ul style="list-style-type: none"> Briefing room and number of people 				
	<ul style="list-style-type: none"> Briefing of political leadership prior to the event 				
	<ul style="list-style-type: none"> Ushers 				
	<ul style="list-style-type: none"> Seating arrangement 				
ADDITIONAL CONSIDERATION	<ul style="list-style-type: none"> Entertainment (cultural and community groups) 				

ACTIVITY		PLANNING PHASE	RESPONSIBILITY	DATE	PROGRESS
	<ul style="list-style-type: none"> • Weather focus 				
	<ul style="list-style-type: none"> • Water 				
	<ul style="list-style-type: none"> • Waste management 				
JOINT OPERATION COMMITTEE	<ul style="list-style-type: none"> • Date of presentation 				
	<ul style="list-style-type: none"> • Public liability certificate 				
	<ul style="list-style-type: none"> • Letter to JOC 				
	<ul style="list-style-type: none"> • Floor Plan drawings 				
	<ul style="list-style-type: none"> • Additional Security (number) 				
	Letters to the following: <ul style="list-style-type: none"> • SAPS • Traffic • EMS • Disaster • Fire 				
	<ul style="list-style-type: none"> • Number of Marshalls 				
SCRIBING AND STORY WRITING	<ul style="list-style-type: none"> • Scribing template • Scribes • Story writing 				
REGISTRATION	<ul style="list-style-type: none"> • Registration of cllrs • Registration of officials • Registration of mass 				

COMPLIANCE AND ENFORCEMENT

It will be the responsibility of Council to enforce compliance with this guideline.

1. GUIDELINE REVIEW

This guideline will be reviewed annually and be revised as and when it is necessary to do so.

CDM hopes that with this guideline, will find it easy to start managing events in a more strategic and guided manner.

APPROVAL

Adopted by Council at its meeting held on2018 Per Council Resolution

Number.....

Signed aton2018