

Prepared by : HCRD	<b>EVENTS</b>	Date : 1 March 2020
Checked by : COO		Revision : 00
Approved by: QA & MR	Doc. No.: sop-crd/evnt/04/ikb/03/2020/00	Page : 01 Of 03

## COVER STANDARD OPERATING PROCEDURE

### 1. Tujuan:

#### **Objectives:**

To be a guidelines for event planning, execution and evaluation

### 2. Ruang Lingkup:

#### **Scope:**

All department

### 3. Tanggung Jawab:

#### **Responsibilities:**

- |                |   |
|----------------|---|
| 1. Head of CRD | : To make create the document draft       |
| 2. COO         | : To check and approve the Minor document |
| 3. QA & MR     | : To check and approve the major document |

### 4. Referensi:

#### **Reference:**

LSPR Event & Promotion Handbook

### 5. Definisi:

#### **Definition:**

Events in this handbook refer to the planned public or social activities and occasion with certain objectives (excluded academic activities).



**Approved By:**

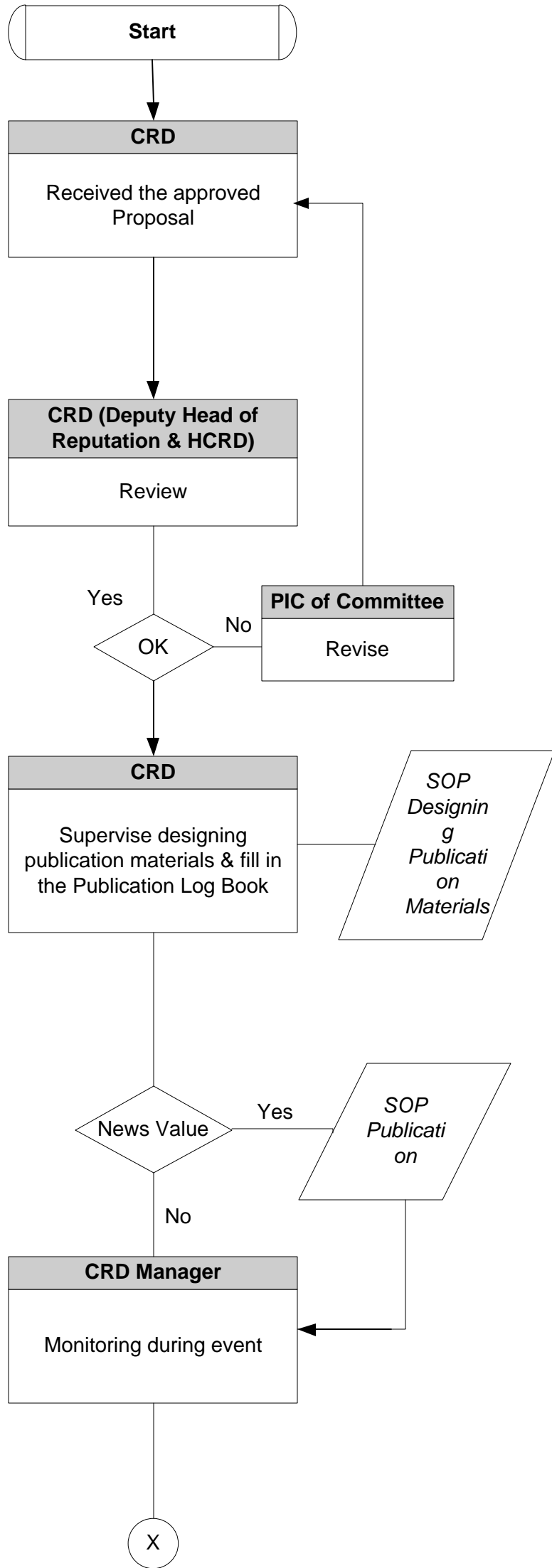
COO

QA/MR

Doc. Control

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**STANDARD OPERATING PROCEDURE**

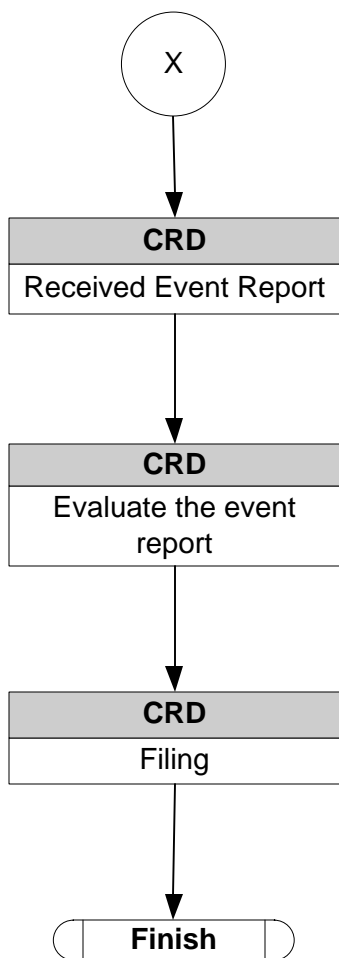


Dokumen	Referensi
<i>Proposal</i>	Proposal Contents: Objective, rundown, venue, concept, target audience/ participant, budget projection, etc The proposal is approved by the CEO.
<i>Event Log Book tinyurl.com/crdlspr</i>	Event Log Book is CRD data base that should be filled by PIC of each departments/ committee who plan to hold event. Type of events in the log book: Seminar, workshop, training, performance, guest lecture, MOU signing ceremony, etc including general rehearsal (GR).
<i>Event proposal Review by CRD within 3 days after submission.</i>	After get approval from CRD in the Event Log Book, CRD will review the proposal. Review about: 1. Brief of the Event 2. Objective the event 3. Newsvalue of the event 3. Audience 4. Partnership Aspect 5. Value of LSPR Contribution 6. Benefit for LSPR 7. Target Sponsor 8. Target Media 9. Brand Guidelines 10. Not interfere official academic schedule (mid-term or final examination, etc) 11. Special request from CEO 12. Special consideration 13. Match with the national/ international big day 14. No similar or big events at the same day
<i>The review from CRD will be sent through email to PIC of Committee.</i>	
<i>SOP Designing Publication Materials WI Social Media</i>	After review and approved, DIC should follow the SOP Designing Publication Materials The publication materials: Poster, Flyers, Banner, Backdrop, Invitation, Programme book, Online publication materials, T-shirt, Other event's attributes <i>*if any</i>
<i>SOP Publication WI Media Partner WI Media Relations</i>	If the events have a good news value, the DIC should follow the SOP Publication, WI Media Partner, and WI Media Relations  PIC Committee should draft the media invitation & the press release and send to Deputy of Media Relations within 7 days before the event.



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### STANDARD OPERATING PROCEDURE



Dokumen	Referensi
WI Event Report WI Media Monitoring	Make Event Report: <ul style="list-style-type: none"> <li>- news values /event values</li> <li>- press release material</li> <li>- photos &amp;/videos with news values</li> <li>- Audience</li> <li>- Partnership Aspect</li> <li>- Value of LSPR Contribution</li> <li>- Benefit for LSPR</li> <li>- Sponsor</li> <li>- Target Media</li> <li>- Link Media Exposure</li> <li>- Media</li> </ul>
Soft Copy of Post Event Report	CRD will receive the soft copy of the Event Report by PIC of Committee within 3 days after the event.
Evaluation of Event Report	CRD will give the evaluation of the Event & Report to Department in Charge after 3 days submission.
Filing Event Report	All data are recorded through online requisition form <a href="http://tinyurl.com/PostEventReport">tinyurl.com/PostEventReport</a>

