University of Prince Edward Island	Policy No. admfm_fac0002	Revision No. 0
Policy Title: Event Management Policy		**Page 1 of 5**
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Policy Approval Authority: Board of Governors	**Designated Executive Officer(s):** President	**WWW Access:** Yes

1. Purpose

1.1.   To define and set rules and responsibilities for the planning, organizing, and delivering of events across the University campus to ensure that events align with the University's vision, mission and values.

1.2.   To ensure that events delivered across the University are of a consistently high quality, while minimizing the risks and maximizing the opportunities to enhance the University's business and reputation.

2. Scope

2.1.   This policy covers all events sanctioned by the University or held at University facilities and applies to all University departments and units, staff, faculty, students, visitors, and other external stakeholders.

3. Definitions

3.1.   **Event** means any University-affiliated occasion of importance or significance involving the attendance of people (staff, students, parents of students, student representatives, members of industry, commerce or the community, dignitaries and invited guests) for a specific purpose. Normal academic occasions such as lectures, tutorials, workshops, block courses, and field trips or staff-only meetings, and functions or regular operational activities such as varsity games <u>are not Events</u> <u>unless</u> they require the participation or attendance of a Dignitary. All Events fall into one of the following categories and are either executed/hosted/co-hosted on-campus or off-campus by a University employee:

3.1.1.   **Institutional Events**: Events that are formal in nature and usually delivered by the Office of Ceremonies and Events and involve the participation of the Senior Executive of the University and other dignitaries. These events usually include multiple University departments or units. Examples include: Convocation, Recognition of Founders Ceremony, and Office of the President dignitary functions and dinners.

3.1.2.   **Major Events**: Events that provide a platform for the University through multiple channels and are usually delivered by a specific Department/Faculty with some elements that may be planned by Conference Services and/or the Office of Ceremonies and Events. Examples include: National/Regional Varsity Events, Reunion Weekend, Conferences, Awards, Open House Days, etc.

3.1.3. **Partner Events**: Events that occur as a result of collaboration between the University and another party. They are usually delivered by a specific Department/Faculty with some elements that may be planned by Conference Services and/or the Office of Ceremonies and Events. Examples include: Conferences where UPEI is a collaborator but not the only stakeholder.

3.1.4. **General Events:** Events that are not Institutional, Major or Partner Events, such as public celebrations, lectures, and workshops that are usually delivered by a specific Department/Faculty. Conference Services and the Office of Ceremonies and Events may serve as advisors/consultants.

3.1.5. **Non-University Events** are events hosted on-campus and booked by third-party non-university organizations wishing to use the University's facilities and campus. Conference Services, and in the case of using the athletic facilities, Athletics and Recreation, serve as their main point of contact at the University.

3.2. **Dignitary** is any high-ranking government official or senior-level industry member, including but not limited to the Prime Minister, Lieutenant Governor, Member of Parliament, Governor General, Premier, Member of the Legislative Assembly, Mayor, etc.

3.3. **Event Lead** is the assigned University employee who is responsible and accountable for the execution of the event.

4. Responsibilities

4.1. This policy is authorized by the Board of Governors.

4.2. The overall authority for this policy shall be the President.

4.3. The development, maintenance, and administration of this policy is the responsibility of the Vice-President Administration and Finance and/or any delegated position under the Vice-President's authority.

5. Policy

5.1. **Policy Oversight**

5.1.1. All Events, with the exception of Non-University Events as described in section 5.7, must be approved by the Office of Ceremonies and Events prior to the event occurring, in accordance with this policy and its procedures.

5.1.1.1. The Office of Ceremonies and Events reserves the right to withhold approval of an Event under the following, non-exhaustive circumstances:

5.1.1.1.1.   University policies and procedures or municipal, provincial and federal laws are or will be contravened at any time during the coordination or execution of the Event;

5.1.1.1.2.   Through consultation with other University stakeholders, it is determined that the hosting of the Event unnecessarily puts the community at risk of harm or will irreparably harm the University's reputation or is in conflict with another event that is deemed to have priority.

5.1.2.   The Office of Ceremonies and Events, under the direction of the Vice-President Administration and Finance, is responsible for developing, authorizing and maintaining procedures and guidelines for event management at the University.

5.1.3.   All Events must have an Event Lead. The Event Lead is responsible for:

5.1.3.1.   Obtaining Event approval from the Office of Ceremonies and Events.

5.1.3.2.   Planning the Event in consultation with the Office of Ceremonies and Events and in accordance with the procedures and guidelines.

5.1.3.3.   Ensuring the Event Lead's unit approves and assumes the financial responsibility for the Event prior to committing to the Event, including the responsibility for all reasonable costs incurred by the University in the delivery of the Event (ie. additional security costs).

5.1.3.4.   Executing and evaluating the Event in accordance with the procedures and guidelines.

5.1.3.5.   Knowing and following all relevant University policies, procedures and guidelines, including the procedures and guidelines approved under this policy.

5.1.4.   The academic and administrative departments represented by their respective, Dean, Chair, Director or Manager are responsible for:

5.1.4.1.   Ensuring that all Event Leads under their authority comply with this policy and the procedures and guidelines approved under this policy.

5.1.4.2.   Ensuring that all employees involved in events are aware of and comply with this policy and the procedures and guidelines approved under this policy.

5.1.5. The Office of Ceremonies and Events is responsible for:

    5.1.5.1. The approval of all Events.

    5.1.5.2. Serving as the Event Lead for Institutional Events.

    5.1.5.3. Providing consulting services such as advice and templates for Major, Partner, and General Events as described in the procedures.

5.2. Safety and Security

5.2.1. The University shall take all reasonable measures to ensure the safety of all individuals involved in an Event.

5.2.2. The University, even after approval, reserves the right to cancel an Event where it is in the best interest of the University. This decision rests with the Property and Asset Committee of the Board of Governors.

5.2.3. The University, in its sole discretion, may require additional security be posted to the Event. Any additional security expense shall be the responsibility of the Event Lead.

5.3. Event Sponsorship

5.3.1. Sponsorship may only be solicited for an event after consultation with the Office of Ceremonies and Events to ensure communication is coordinated with the Department of Development and Alumni Engagement pursuant to the UPEI & UPEI (US) Foundation Inc. Gift Acceptance Policy.

5.3.2. Sponsors may receive recognition for their contribution in accordance with the procedures.

5.4. Event Logistics

5.4.1. All event logistics must be completed in accordance with the procedures.

5.5. Event Promotion

5.5.1. Event promotion through University-owned channels is to be completed in consultation with the Office of Ceremonies and Events as per the procedures.

5.5.2. Event promotion through channels not owned by the University, but otherwise containing University trademarks must be approved in advance by the Office of Ceremonies and Events.

5.6. **Event Evaluation**

5.6.1.   The evaluation of Events may be required depending on the Event-funding source. The exact method of evaluation shall be considered during consultation with the Office of Ceremonies and Events.

5.6.2.   Evaluation results shall be compiled and distributed as determined by the Office of Ceremonies and Events.

5.7. **Non-University Events**

5.7.1.   As per the Space Allocation and Administration Policy, Campus Community Space may be available for cost-recoverable and other business activities on a short-term rental basis.

5.7.2.   Non-University Events are to be coordinated by Conference Services or Athletics and Recreation.

5.7.3.   While Non-University Events are considered Events for the purpose of this Policy, Non-University events do not require the approval of the Office of Ceremonies and Events; however, Conference Services or Athletics and Recreation are required to inform the Office of Ceremonies and Events about Non-University Events according to the procedures.

6. Review

6.1.   This policy is to be reviewed every five (5) years.

7. Related Policies

7.1.   Alcohol Safety Policy

7.2.   Alcohol and Drug Policy

7.3.   Space Allocation and Administration Policy

7.4.   UPEI & UPEI (US) Foundation Inc. Gift Acceptance Policy