

CORPORATE POLICIES AND PROTOCOLS FOR EVENTS

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Senior Management Team and the Director of Corporate Communications, recommends:

That the attached Corporate Policies and Protocols For Events be approved.

Purpose

To obtain Council approval for the Corporate Protocol Policy For Events.

Background - Analysis and Options

On June 23, 2003, the Budget Committee on reviewing the Corporate Communications Department Budget Status Report (Report No. 2, Item 7) made the request to the Director of Corporate Communications that a policy be established for Special Events outlining standards to be used for notification, including advertising and flyers.

A main goal of the Corporate Communications Strategic Plan, *Mastering Communications Excellence*, approved by Council on June 24, 2002, is the organization-wide adoption of Corporate Communication Policies, Standards and Procedures for all corporate communications activities and functions.

The restructured Corporate Communications Department not only coordinates existing functions, but it is mandated to provide new direction, initiatives and a stronger emphasis on the communications process, as identified in *Vaughan Vision 2007*, approved by Council on June 10, 2002. In keeping with Vaughan's strategic vision, this event protocol policy ensures the effective and efficient delivery of services.

In addition, Corporate Communications has produced event work plan templates and task checklists that are available under the Client Services Program, which provides communications consultation to all City departments as required.

As detailed in the attached policy statement, City departments, external organizations and the general public will follow the rules of protocol as outlined in the event protocol policy for all City events and for community events that involve the Mayor or members of Council, and accordingly, this policy is intended to supersede any existing City policies, procedures or practices relating to event protocols.

Conclusion

Council approval of the event protocol policy will ensure that the City is appropriately represented by the Mayor and members of Council at City and community functions, and will ensure appropriate recognition for dignitaries and non-City representatives at City events.

Attachments

1. Sample List of City Events and Community Events
2. Special Event Template
3. Event Planning Checklist

Report prepared by:

Madeline Zito,
Director of Corporate Communications

Ted Hallas,
Manager of Corporate Communications

Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications



CORPORATE POLICIES AND PROTOCOLS FOR EVENTS

prepared by
Corporate Communications

Frank Miele, Commissioner
Economic/Technology Development and Communications

December 8, 2003

CORPORATE POLICIES AND PROTOCOLS

SUBJECT: Events

DESCRIPTION:

There are two types of Special Events in which City of Vaughan elected representatives and officials take part. *City events* are those sponsored by the City and involve City-wide services or facilities. *Community events* are local events sponsored by a community organization or an individual Councillor.

PURPOSE:

Special events are a primary means of demonstrating to City residents the services and facilities they get for their tax dollars. They are a way of personalizing the City administration through the participation of the Mayor, Councillors and the City Manager, and offer an opportunity for direct interaction with local citizens.

The purpose of this policy is to guide City staff in organizing successful events.

RESPONSIBILITY:

City events are organized and managed by a lead or host City department and the funding for the event is allocated to the budget of the lead department.

For those events not managed by Corporate Communications, support is provided upon request by Corporate Communications to the lead or host City department in such areas as media relations and other communications activities.

For City events, a work plan should be prepared by the project or event coordinator. A *Special Events Template* is available from the Corporate Communications Department.

For community events, appropriate City staff can provide the *Special Events Template* to the sponsoring organization to assist in the preparation of an event work plan, and Corporate Communications will provide advice, upon request, to ensure all protocol aspects of the event are considered.

Corporate Communications will assist community volunteer committees in organizing events only at the direction of Council.

TIMING RESTRICTION:

Corporate/City special events and literature will not be organized by city staff in the time leading up to (beginning last day for declaring candidacy) or during a municipal election.

PLANNING/APPROVAL PROCESS:

For events approved by Council, the project or event coordinator from the host City department funding the event assesses the timing and logistical requirements of the event. Following this assessment, the project/event coordinator will meet with the Mayor to discuss the elements of the event work plan, including proposed date(s).

For projects involving partner organizations, the draft work plan will be discussed and input received from the partner organization. The final work plan will be distributed to the participants in the plan.

EVENT INVITATIONS:

For City Events

The Mayor and members of Council are the hosts for Council-approved events and this is reflected in the invitation, as in the following example.

Mayor and Members of Council
invite you (and guest/guests) to [name of special occasion – e.g., Official
opening/launch, Official sod turning/corner stone laying, Official tree
planting/official inaugural]

[Location details]

[Day, Month, Year]

Ceremony at 1:30 p.m.

Entertainment, Activities, and Refreshments
2:00 p.m. to 4:00 p.m.

Map on Reverse

The special event may have limited seating capacity. If so, the invitation should include an R.S.V.P. to confirm the number of guests expected, as in the following. If a reception or refreshments are sponsored, the name of the sponsoring organization or company may be included in the invitation.

Mayor and members of Council
invite you (and guest/guests) to the
Volunteer Recognition Evening,
a ceremony to recognize your outstanding achievements.

Tuesday, April 30, 2003 at 7 p.m.
Council Chamber at the City of Vaughan
2141 Major Mackenzie Drive

A brief reception sponsored by XXXXX will follow in the main foyer.
Please RSVP by Tuesday, April 23, 2004, to John Doe at 999-9999.

Invitations should be sent out as early as possible, normally, no earlier than eight weeks and no later than four weeks in advance. For more significant projects, invitations (particularly to speakers) may be sent out earlier.

For Joint City / Partner Events

Council acknowledges and recognizes partnerships in the construction, and ongoing management of joint City and community facilities by including the partner organization in the opening line of the invitation as follows:

Mayor, Members of Council **[and name of Partner]**
invite you to the [name of special occasion – e.g., Official opening/launch,
Official sod turning/corner stone laying, Official tree planting/official inaugural]
Official Opening of (type in name of special occasion).

[Location details]

[Day, Month, Year]

Ceremony at 1:30 p.m.

Entertainment, Activities, and Refreshments
2:00 p.m. to 4:00 p.m.

Map on Reverse

For Community Events and Private Functions

The protocol for these events is determined by host organizations and individuals.

Please refer questions and issues not covered in the guidelines to the manager of Corporation Communications.

INVITATION LIST:

The invitation is developed at the start of the event as part of the event work plan in consultation with the client department, the Mayor/Councillors or the Ward Councillor, depending on the nature of the event. The list should include all groups, residents or individuals who have contributed to the project, will be affected by the project, or who are considered one of the audiences the project/event is intended to reach. The list should also include the appropriate dignitaries as well as the City staff who have worked on the project.

The invitation list will change with every event; however, this is an example of some invitees to be considered:

- Mayor, Councillors, City Manager, Senior Management Team, City staff
- Regional Chair
- Chief of Police
- Area MP, MPP (if appropriate)
- School Board Chair(s) and trustees (if appropriate)
- General Public/Area Residents (if it is an open event/some events are by invitation only)

- Representatives from the Provincial or Federal Government
- Area Businesses
- Community, Ratepayer or User Groups
- Media (Corporate Communications is responsible for inviting the media)

EVENT PROGRAM:

Speakers for Corporate events are selected and invited in consultation with the Mayor/Councillors/Ward Councillor, and/or client department.

They represent organizations or individuals who have made significant contributions to the project. The organizations should be asked to determine who they wish to represent them. For example, if an elected and a staff representative from a school board are invited, the Board will be asked to confirm who will speak on its behalf.

For City-Funded and Organized Events

The event program, prepared by Corporate Communications, outlines what will occur during the day, particularly during the formal elements of the event ceremonies, and where these activities will take place (i.e. exact ceremony location). Include the schedule, names, event purpose, activities, and, if the event is planned outdoors, a back-up location.

Sample program for a plaque unveiling:

- **Introduction by Master of Ceremonies**
- **City Welcome:** Mayor
- **Remarks:** Ward Councillor
- **Remarks:** City Manager/Commissioner
- **Remarks:** Community Representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

Remarks need not be restricted to two individuals as the above example shows. However, to avoid a lengthy program, the speakers should be limited to the representatives of organizations or individuals who have made a significant contribution to the project.

An ideal program should not exceed 30 to 40 minutes in length and speeches should be brief – a maximum of two minutes for each speaker if the audience is standing and five minutes if the audience is seated.

For Joint City/Partner Events

For joint City/Partner events where an organization, through a substantial funding contribution, is considered a partner in the project and a co-host of the event, a representative of the partner organization is invited to speak following the Mayor and before other speaking guests, as below.

- **Introduction by Master of Ceremonies**
- **City Welcome:** Mayor
- **Partner Welcome: Partner representative**
- **Remarks:** Ward Councillor
- **Remarks:** City Manager/Commissioner
- **Remarks:** Community representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

Community Events and Private Functions

The program for community and private events is co-ordinated at the discretion of the host organization or individual. It is appropriate for the Mayor, Acting Mayor or Member of Council to speak following the introduction by the Master of Ceremonies when bringing greetings from the City.

Special Consideration

There may be instances when the event hosts/community may want to take the opportunity to recognize another accomplishment or occasion (Example: acknowledging fallen Vaughan Firefighters at a new Vaughan Fire Hall official opening). This additional recognition may be incorporated into the event work plan and approved by the Mayor, Councillors, host and/or participants of the event. **(See also PLAQUES section).**

ORDER OF SPEAKERS (Also see Event Program):

For City-Funded and Organized Events

The role of the Master of Ceremonies is performed by the City Manager, or any persons designated by the City manager, and the Master of Ceremonies will speak first to make the event introductions. This is followed by the Mayor or Acting Mayor, who will bring greetings from the City. Other speakers will follow the Mayor.

For events associated with a specific City Ward, the Ward Councillor will speak following the greetings from the Mayor or Acting Mayor.

For events when representatives of the federal or provincial government are invited to participate, the speaking order will follow the established order of precedence for each level of government (see Appendix 4).

Speakers may be arranged in descending order of precedence (federal then provincial). Please note that the Mayor and City representatives will speak first unless special circumstances dictate changing the order.

For Joint City/Partner Events

The above order of speakers should be followed. The representative of the partnership organization will speak as the co-host of the event following the Mayor and Member of Council.

Community Events and Private Functions

It is appropriate for the Mayor or Acting Mayor to speak following introductions to bring greetings from the City. The Councillor(s), if invited to the event and asked to speak, should speak following the Mayor.

For All Events

The Mayor recognizes members of Council and the City Manager introduces appropriate staff.

STAGE GUESTS:

Stage guests should be limited to hosts and those speaking or making a presentation during the program.

Non-speaking special guests can also be acknowledged during the program and provided special seating in a V.I.P. section, or reserved rows at the front of the audience seating. (Reserved seating should also be offered to the companions/family who accompany the special guests).

RECEPTION:

A reception will follow an official Corporate/City event and be arranged according to allocated budget, appropriateness to the event and limitations/opportunities presented by the location of the event. If appropriate, a reception may be sponsored by a company or organization. Such sponsorship is to be reviewed and approved by the Director of Corporate Communications to ensure appropriateness and non-conflict.

If the reception is to be held outdoors, arrangements for a secondary location or tent top, should be made in case of inclement weather.

Grace/Benediction

If grace or benediction is requested, it is said before the meal with the guests standing. A clergyman who is a guest is usually asked to say grace. This is the most familiar grace, acceptable to all religions:

**For what we are about to receive,
Lord, make us truly thankful, Amen.**

CONSIDERATION FOR SPECIAL GUESTS/COUNCIL:

Parking

Every effort should be made to provide V.I.P. parking for stage guests, special guests and members of Council at events, logistics permitting. This ensures that these individuals can quickly and easily access the ceremony site, and leave promptly to attend other commitments.

Reserved Seating

Special guests and members of Council who are not speaking stage guests should be seated in a reserved area of the audience (**see STAGE GUEST section**).

Stage/Seating Procession

For more formal events, a procession to the stage may be incorporated into the event ceremony. Where budget permits and as appropriate, a piper may be arranged. The procession will include the stage guests, and may also include the special guests to be seated in the reserved area of the audience (stage guests to precede and seated guest to follow). Generally, the following order should take place:

- Mayor
- Member of Council
- City Manager
- Representative of Partner Organization or Chair of Community Committee as co-host
- Other levels of government in order of precedence in ascending or descending order
- Other guests

SPEECHES/SPEAKING NOTES:

The project/event coordinator in Corporate Communications will prepare a speech or speaking notes for Corporate/City events for the Mayor. The Department will prepare a speech or speaking notes for the Mayor or Acting Mayor on request for other City or community events.

FLAG PROTOCOL:

Flags of Canada, Province of Ontario and City of Vaughan are to be flown at all official functions (unless strong winds cause portable poles to be a hazard to the guests).

In general, the order of precedence for flags is federal, provincial, regional and city. From the audience's point of view, the flags are placed in descending order from left to right. Where only three flags are used, the federal flag is placed in the centre, provincial to the right and the City to the left.

For all other flag placements (with other countries, provinces, in parades), the federal flag protocol is to be followed. Details available at www.pch.gc.ca/ceremonial-symb/etiquette/chap2-e.htm.

Half-masting of flags is governed by the City's "*Expression of Sympathy*" policy, which states that Civic Centre flags are flown at half mast in recognition of the death of prominent public figures, in accordance with the protocol established by the Secretary of State. For all other individuals, flags may be flown at half-mast at the discretion of the Mayor.

PLAQUES:

Two types of plaques may be installed on City facilities:

1. to commemorate the official opening of the facility; and
2. to recognize the efforts of volunteer groups who contributed to the fundraising of the facility.

Size, shape and placement of plaques are determined by the construction project team, or client department. A dedication plaque could

<p>Name of Facility</p> <p>This Facility is Dedicated in Recognition and Appreciation of the Invaluable Contribution of XXXX to the City of Vaughan.</p> <p>Mayor (name) Regional Councillors (names) Local Councillors (names) City Manager (name) Commissioners (names)</p> <p>[Date of dedication]</p>

Special Consideration

There may be instances when the event hosts/community may want to take the opportunity to recognize another accomplishment or occasion with an additional plaque unveiling. (For example: acknowledging fallen City of Vaughan Firefighters at a new Vaughan Fire Hall official opening). Recognition of this additional plaque should be incorporated into the event work plan and approved by the Mayor, Councillors, hosts and/or participants of the event. The plaque should be in similar or complementary design to the other official plaques placed on site. **(See also PROGRAM section).**

PARADES:

Elected officials appear in parades in the following order:

1. Mayor
2. Members of Council (riding in or on a common vehicle, or appearing in order of the wards they represent)
3. Regional Chairman
4. Provincial government representative
5. Federal government representative

BANQUET SEATING:

The Mayor, Acting Mayor or designated Councillor is seated at the head table and is called upon to bring greetings from the City of Vaughan.

When the Mayor, Acting Mayor or designated Councillor is also the main speaker at the banquet, he/she sits in the centre of the head table adjacent to the podium.

CHAIN OF OFFICE:

The Mayor's chain of office is worn during Council meetings, official openings, parades, etc., as often as possible at the discretion of the Mayor.

ADDRESSING ELECTED REPRESENTATIVES:

Municipal Representatives

Councillors:

At Committee and Council meetings, Councillors may be addressed by their title followed by their surname e.g. Councillor Jones, unless he/she is chairing the meeting in which case he/she is referred to as Mister/Madam Chair.

In general conversation, title is followed by surname, e.g. Councillor Jones.

Mayor:

At Council meetings or in general conversation the Mayor may be addressed by any of the following: title followed by name e.g. Mayor (surname); Mister Mayor or Your Worship. At a committee meeting, the Mayor is referred to by her/his title followed by surname.

For all Mayors:

Formal Letter Address: Mayor (name), address

Written Salutation: Dear Sir / Madam or Dear Mr./Madam Mayor

Final Salutation: Yours sincerely,

In Conversation: "Your Worship" first, then "Mayor (name)"

Members of the Provincial Legislature

Minister:

Formal Letter Address: The Honourable (full name), M.P.P., Minister of XXXX, address

Written Salutation: Dear Minister

Final Salutation: Yours sincerely,

In Conversation: “Minister” first, then “Mr./Mrs./Ms./Miss (name)”

Note: Does not retain the title “Honourable” after tenure of office unless he/she is a member of the Privy Council. The term “Mr./Madam Minister” should not be used.

Not a Minister:

Formal Letter Address: Mr. John Smith, M.P.P., address

Written Salutation: Dear Mr./Mrs./Ms./Miss (name)

Final Salutation: Yours sincerely,

In Conversation: “Mr./Mrs./Ms./Miss (name)”

Note: All members of the Queen’s Privy Council retain the title “Honourable” for life and use the initials “P.C” after their name. In conversation and writing, Mr./Mrs. John Smith, M.P.P. Vaughan-King-Aurora.

Federal Member of Parliament

Minister:

Formal Letter Address: The Honourable (full name), M.P., Minister of XXXXXX, House of Commons, Ottawa, Ontario, K1A 0A6

Written Salutation: Dear Minister

Final Salutation: Yours truly,

In Conversation: “Minister” first, then “Mr./Mrs./Ms./Miss (name). Referred to as “Minister” for life.

Member of the House of Commons:

Formal Letter Address: Mr. John Smith, M.P. or The Honourable John Smith, M.P. House of Commons, Ottawa, Ontario, K1A 0A6

Written Salutation: Dear Mr./Mrs./Ms./Miss (name)

Final Salutation: Yours sincerely,

In Conversation: Mr./Mrs./Ms./Miss (name). Note: Members of the House of Commons who are or have been members of the Privy Council retain the title “Honourable” for life and use the initials “P.C.” after their name.

Letter address includes Member of the Privy Council and before Member of House of Commons. In conversation and in writing, it is Mr./Mrs. John Smith, P.C., M.P. Vaughan–King-Aurora.

For more details regarding Titles and Forms of Address for other dignitaries and officials, refer to the federal government web sites:
http://www.pch.gc.ca/ceremonial-symb/english/prt_titles.html

Attachment # 1 – Corporate Policies and Protocols for Events

SAMLE LIST OF CITY EVENTS AND COMMUNITY EVENTS*

CITY EVENTS	
NAME OF EVENT	LEAD DEPARTMENT
Canada Day Preview Event	Corporate Communications
Canada Day	Corporate Communications
WINTERFEST Preview Event	Corporate Communications
WINTERFEST	Corporate Communications
Communities In Bloom	Community Services
Developers Luncheon	Economic & Technology Development
Enterprise Zone Launch	Economic & Technology Development
Mayor's Staff Appreciation BBQ	Corporate Communications
Mayor's Staff Holiday Luncheon	Corporate Communications
Concerts-in-the-Parks (4)	Corporate Communications
Volunteer Recognition Awards	Corporate Communications
Employee Recognition	Human Resources
Official Openings – parks, C.C. expansions, etc.	Community Services
VBEC Events	Economic & Technology Development
Festival of the Arts	Community Services
Doors Open Vaughan	Community Services
Vaughan Cultural Interpretive Centre	Community Services
Christmas Tree Lighting	Corporate Communications
Menorah Lighting Ceremony	Corporate Communications
Council Inaugural	Corporate Communications
Vaughan Vision 2007 roll-out	Corporate Communications
Mayor's Gala	Corporate Communications
Mayor's Golf Tournament	Corporate Communications
Children's Christmas Party	Corporate Communications
Adult Holiday Party	Corporate Communications
New Year's Day Levee	Corporate Communications
United Way Campaign Events	Corporate Communications
BBQ Safety Event	Vaughan Fire and Rescue Service
Fire & Rescue Blood Donor Challenge	Vaughan Fire and Rescue Service

Asian Longhorn Beetle Public Meetings	Corporate Communications
Vaughan Fire Prevention Week	Vaughan Fire and Rescue Service
COMMUNITY EVENTS	
SantaFest in Maple	
Woodbridge Italian Festival	
Thornhill Village Festival	
Remembrance Day Ceremonies	
BinderTwine Festival	
MapleFEST	
Woodbridge Fall Fair	
Maple Italian Festival	
Kleinburg PumpkinFest	

* A complete list of City Events and Community Events with contact information is available from Corporate Communications.

Attachment # 2 – Corporate Policies and Protocols for Events

SPECIAL EVENT TEMPLATE

Designed as a guideline for individuals or departments, the following template was created to ensure consistency in all City-run events. Whether you are opening a fire station or library, holding a banquet, or dedicating a park this template will help you to plan a successful event.

The first step is to create a work plan to help you and others organize the event. For Corporate or City events, the event work plan is prepared by Corporate Communications and incorporates the needs and expectations of key participants including the Mayor, Ward Councillor, the City Manager, client department representative(s), partner organization(s) and community representatives. Formal approval of the event plan is limited to the Mayor, Ward Councillor, partner organization, the City Manager, client department and Communications Director/Communications Manager.

The event work plan ensures that all details are covered. Once approved, it serves as a contract for, and blueprint of, how the event will roll out.

SPECIAL EVENT TEMPLATE

Event	(e.g., Earth Day, Park Opening)
Date/Time	
Place	Location with address/nearest intersection

Project Manager	Person responsible for event (mailing address, e-mail, phone/fax/cell/pager)
File Number	Computer file name for this work plan document (ie. eventdoc.wpd)
Background	Brief, relevant information about project; i.e., why it's being done. If an annual event, a summary of past events would be helpful – what worked and what didn't
Objectives	What is the event expected to accomplish? Are you trying to raise awareness in the community or recognize individual contributions to the community? Clear objectives make it much easier to do your evaluation to determine if your event was successful.

Target Audiences	<p>Groups, citizens or individuals you are trying to reach. This will vary with every event but possible target audiences could include:</p> <ul style="list-style-type: none">• Mayor• Councillors• City Manager• Senior Management Team• Area MP and/or MPP• Ratepayer Groups• School Board Representatives (if appropriate)• General Public/Area Residents• Other representatives from Provincial and/or Federal Governments (if appropriate)• Area Businesses• Recreational User Groups (for Community Services facilities)• Media
-------------------------	---

<p>Program</p>	<p>An explanation of what will occur during the day and particularly during the formal elements of the event ceremonies. Include the schedule, names, event purpose, activities, and, if planned for outdoors, a backup location. A detailed program lets everyone involved see what is to be done, where, when and by whom.</p> <p>For example, a program for a plaque unveiling might look like this:</p> <p style="text-align: center;"> Introduction: MC City Welcome: Mayor Remarks: City Manager Remarks: Ward Councillor Remarks: Relevant Person Dedication: Chaplain / relevant person Unveiling of plaque(s): Stage Guests </p> <p>For more information on protocol, review the City of Vaughan's Corporate Policies and Protocols – Special Events.</p>
<p>Stage Guests</p>	<p>List those officiating/taking part (e.g., Mayor, Ward Councillor, City Manager, Federal/Provincial representatives, key volunteers, business leaders).</p> <p>Others, to be recognized for their contribution to the project, should be included in speaking notes and seated near stage/podium.</p>
<p>Other Activities</p>	<p>Any activities that may follow the ceremony; e.g., tour of the new facility in the case of an official opening.</p>
<p>Reception</p>	<p>Location/alternate for bad weather; refreshment menu; program is formal reception</p>

Promotional/ Advertising Materials	<p>Outline how you intend to promote the event; e.g., flyer distribution, any advertising placements and any media advisories inviting the media and public to attend.</p> <p>If you require further advice, contact the relevant department. For example, if media are to be involved you will want to contact Corporate Communications.</p>																		
Budget	<p>Example:</p> <table data-bbox="730 495 1451 878"> <tr> <td>Budget Account</td> <td>#99999999</td> </tr> <tr> <td>• Invitations</td> <td>\$xxx</td> </tr> <tr> <td>• Printed Programs</td> <td>\$xxx</td> </tr> <tr> <td>• Newspaper Ad (Vaughan Weekly)</td> <td>\$xxx</td> </tr> <tr> <td>• Display Materials</td> <td>\$xxx</td> </tr> <tr> <td>• Programming / Entertainment</td> <td>\$xxx</td> </tr> <tr> <td>• Miscellaneous</td> <td>\$xxx</td> </tr> <tr> <td>• Refreshments</td> <td>\$xxx</td> </tr> <tr> <td>TOTAL</td> <td>\$x,xxx</td> </tr> </table> <p><i>Note: Event budgets should be approved prior to purchasing items or services, as should requests for additional funds. Sponsorships or partnerships with businesses or community groups should be explored to reduce impact on City budgets.</i></p>	Budget Account	#99999999	• Invitations	\$xxx	• Printed Programs	\$xxx	• Newspaper Ad (Vaughan Weekly)	\$xxx	• Display Materials	\$xxx	• Programming / Entertainment	\$xxx	• Miscellaneous	\$xxx	• Refreshments	\$xxx	TOTAL	\$x,xxx
Budget Account	#99999999																		
• Invitations	\$xxx																		
• Printed Programs	\$xxx																		
• Newspaper Ad (Vaughan Weekly)	\$xxx																		
• Display Materials	\$xxx																		
• Programming / Entertainment	\$xxx																		
• Miscellaneous	\$xxx																		
• Refreshments	\$xxx																		
TOTAL	\$x,xxx																		
Responsibilities	<p>***See attached Event Planning Checklist</p>																		
Internal Contacts	<p>All people you will be working with from City of Vaughan divisions such as Recreation & Parks, and Facilities & Property Management – names, numbers (phone/fax/cell/pager), and e-mail.</p>																		

External Contacts	<p>All businesses, groups or individuals participating in the project who are not part of the City of Vaughan are considered 'external', and should be listed.</p> <p>For example:</p> <ul style="list-style-type: none">• Toronto and Region Conservation Authority• York Region• York Regional Police• Equipment Rentals
Evaluation	<p>Evaluating what you accomplished, highlighting the successes and problems, and stating your recommendations for similar future events are probably the most overlooked elements of any event.</p> <p>Review your objectives and see if you met them.</p> <p>For example, if your objective was to raise awareness, then counting the number of people who attended the event would provide an indication of how well this objective was met.</p> <p>Requesting feedback is another excellent way of gathering information about your event. Ask stage guests, organizers, and the general public what they thought. You may also consider developing survey cards or conducting short interviews. Include these results in your final evaluation.</p>

EVENT PLANNING CHECKLIST

PROJECT _____

PROJECT
MANAGER _____

The following checklist is intended to assist staff in organizing a variety of special events including meetings and official openings. It outlines a number of details to be addressed when special events are planned. Remember that it may have to be adapted as each event has its own special considerations and challenges.

PLANNING & DEVELOPMENT	DATE DUE	PROJECT LEAD	CONTACT INFO	DONE
<input type="checkbox"/> review background information/file	Dec 19/03	Jane Doe	Phone: 905-XXX-XXXX Fax: 905-XXX-XXXX Pager: 905-XXX-XXXX E-mail: jane.doe@sympatico.ca	
<input type="checkbox"/> hold planning meeting with Corporate Communications manager and director				
<input type="checkbox"/> hold planning meeting with client department/Mayor/Ward Councillor (as appropriate)				
<input type="checkbox"/> identify resources: <ul style="list-style-type: none"> <input type="checkbox"/> budget/account number <input type="checkbox"/> Communications Staff <input type="checkbox"/> support staff <input type="checkbox"/> Creative Services <input type="checkbox"/> other staff <input type="checkbox"/> sponsorship 				
<input type="checkbox"/> set objectives (identify known opportunities/challenges/obstacles/assumptions)				
<input type="checkbox"/> set date: <ul style="list-style-type: none"> <input type="checkbox"/> check for conflicts 				

<ul style="list-style-type: none"> <input type="checkbox"/> advise information desk to include in Calendar of Events <input type="checkbox"/> advise Clerk's Office to include on City calendar <input type="checkbox"/> advise supervisor, Creative Services of project <input type="checkbox"/> advise Director's secretary of project 				
<ul style="list-style-type: none"> <input type="checkbox"/> target audience: <ul style="list-style-type: none"> <input type="checkbox"/> by invitation <input type="checkbox"/> open to public 				
<input type="checkbox"/> target media				
<input type="checkbox"/> site selection and rain location				
<input type="checkbox"/> write event work plan and gain approval of Corporate Communications manager, Director and client				
<ul style="list-style-type: none"> <input type="checkbox"/> determine and communicate roles and responsibilities: <ul style="list-style-type: none"> <input type="checkbox"/> project manager <input type="checkbox"/> other Communication staff <input type="checkbox"/> Creative Services <input type="checkbox"/> support staff <input type="checkbox"/> client 				
PHYSICAL ARRANGEMENTS				
<ul style="list-style-type: none"> <input type="checkbox"/> Advanced Ordering RE: Facilities and Property Management <ul style="list-style-type: none"> <input type="checkbox"/> podium <input type="checkbox"/> public address system/ AV Technical support <input type="checkbox"/> chairs <input type="checkbox"/> tables <input type="checkbox"/> coat racks <input type="checkbox"/> water jugs/glasses <input type="checkbox"/> set-up ie: theatre-style, boardroom-style, <input type="checkbox"/> registration table and chair 				

<ul style="list-style-type: none"> <input type="checkbox"/> room booking (confirm one week in advance) <input type="checkbox"/> screen <input type="checkbox"/> slide projector <input type="checkbox"/> TV/VCR 				
<ul style="list-style-type: none"> <input type="checkbox"/> Advanced Ordering RE: Recreation & Parks <ul style="list-style-type: none"> <input type="checkbox"/> stage <input type="checkbox"/> bunting <input type="checkbox"/> choral risers <input type="checkbox"/> flags/poles <input type="checkbox"/> public address system <input type="checkbox"/> garbage/recycle cans 				
<ul style="list-style-type: none"> <input type="checkbox"/> Other: <ul style="list-style-type: none"> <input type="checkbox"/> evaluate need for other equipment such as fax, photocopier, cellular phone <input type="checkbox"/> parking <input type="checkbox"/> reserved parking for Mayor <input type="checkbox"/> advise security and make any additional security arrangements <input type="checkbox"/> check sun angle to avoid glare for cameras <input type="checkbox"/> have entertainers visit site in advance <input type="checkbox"/> for park openings, ensure grass is cut for ceremony 				
CATERING				
<ul style="list-style-type: none"> <input type="checkbox"/> determine location for reception <input type="checkbox"/> order tables and linen <input type="checkbox"/> discuss needs with caterer and obtain quote <input type="checkbox"/> ensure that electrical outlet is available for coffee urn <ul style="list-style-type: none"> <input type="checkbox"/> confirm quantity and arrangements 				

day before <input type="checkbox"/> discuss timing of food service				
PROGRAM ARRANGEMENTS				
<input type="checkbox"/> platform party: <ul style="list-style-type: none"> <input type="checkbox"/> determine and confirm emcee <input type="checkbox"/> determine and confirm speakers <input type="checkbox"/> determine and confirm members (often includes minister/priest) <input type="checkbox"/> prepare speaking notes for emcee and speakers if required <input type="checkbox"/> prepare instruction package for all members of platform party <input type="checkbox"/> arrange for any platform party gifts <input type="checkbox"/> obtain photo of any distinguished guests for easy identification <input type="checkbox"/> establish agenda <ul style="list-style-type: none"> <input type="checkbox"/> write program copy <input type="checkbox"/> arrange with Creative Services to print program <input type="checkbox"/> entertainment (piper, band, etc.) <input type="checkbox"/> determine who will hand out program on day of ceremony <input type="checkbox"/> tours to be provided by whom, when, where <input type="checkbox"/> order plaque <input type="checkbox"/> arrange for photographer <input type="checkbox"/> materials to bring to event: <ul style="list-style-type: none"> <input type="checkbox"/> ribbon <input type="checkbox"/> ceremonial scissors <input type="checkbox"/> ceremonial spade <input type="checkbox"/> hard hats <input type="checkbox"/> umbrellas <input type="checkbox"/> easel <input type="checkbox"/> velvet/cloth <input type="checkbox"/> tape <input type="checkbox"/> stapler 				

INVITATIONS				
<input type="checkbox"/> compile list: (ensure department heads, Mayor and Ward Councillor's input received) <input type="checkbox"/> prepare copy <input type="checkbox"/> Creative Services to design <input type="checkbox"/> printing (alert printing asap and agree on deadlines) <input type="checkbox"/> who will be responsible for mailing <input type="checkbox"/> who will be responsible for accepting RSVPS <input type="checkbox"/> invitation list should be proofread and approved to avoid errors and omissions				
WRITING SERVICES				
<input type="checkbox"/> invitation copy <input type="checkbox"/> name tags/table cards <input type="checkbox"/> directional signage <input type="checkbox"/> information package for special guests including Mayor, emcee <input type="checkbox"/> speech/speaking notes/remarks <input type="checkbox"/> advertising/promotional materials <input type="checkbox"/> news release and press kit materials <input type="checkbox"/> program				
CREATIVE SERVICES				
<input type="checkbox"/> invitation copy <input type="checkbox"/> name tags/table cards <input type="checkbox"/> directional signage <input type="checkbox"/> information package for special guests including Mayor, emcee <input type="checkbox"/> speech/speaking notes/remarks <input type="checkbox"/> advertising/promotional materials <input type="checkbox"/> news release and press kit materials <input type="checkbox"/> program				
MEDIA RELATIONS				
<input type="checkbox"/> develop media relations plan for event				

<ul style="list-style-type: none"> <input type="checkbox"/> develop media list for event <input type="checkbox"/> develop press kit: <ul style="list-style-type: none"> <input type="checkbox"/> backgrounder/fact sheet <input type="checkbox"/> photo <input type="checkbox"/> City information e.g., brochures, Annual Report <input type="checkbox"/> biographies <input type="checkbox"/> location map <input type="checkbox"/> news release <input type="checkbox"/> issue release <input type="checkbox"/> follow-up calls <input type="checkbox"/> arrange for pool feed <input type="checkbox"/> arrange for media monitoring <input type="checkbox"/> book site for media conference <input type="checkbox"/> Network article 				
OTHER				
<ul style="list-style-type: none"> <input type="checkbox"/> arrange for clerk to take notes <input type="checkbox"/> order flowers/corsages <input type="checkbox"/> decorations <input type="checkbox"/> additional Communications staff required <input type="checkbox"/> other City staff required <input type="checkbox"/> clean up 				
FOLLOW UP				
<ul style="list-style-type: none"> <input type="checkbox"/> thank you letters <input type="checkbox"/> evaluation <input type="checkbox"/> clean file 				