

IITM/SP/EMC/28

## EVENT MANAGEMENT COMMITTEE—POLICY

### Aim:

The primary purpose of an Event Committee is to ensure the smooth execution of all the events of IITM. They serve as the driving force behind the event, in achieving predetermined goals, raising awareness, and creating memorable experiences for attendees.

### Objectives:

- **Define Objectives and Goals:**

Clearly outline the purpose and objectives of the event.

Set measurable goals, such as attendance targets or fundraising objectives.

- **Form an Event Committee:**

Recruit and assemble a team with defined roles and responsibilities.

Appoint key positions like treasurer, marketing coordinator, and logistics manager.

- **Budget and Funding:**

Develop a detailed budget, allocating funds for each aspect of the event.

Seek sponsorship opportunities, grants, or fundraising activities to cover expenses.

- **Choose Date and Venue:**

Select a suitable date and venue that aligns with the event's objectives and expected audience size.

Ensure necessary permits or approvals are obtained.

- **Event Promotion:**

Create a marketing plan that includes online and offline strategies.



Utilize social media, flyers, emails, and college resources for promotion.

- **Program and Content:**

Plan the event's schedule, including speakers, performers, workshops, and activities.

Ensure the program aligns with the event's objectives and appeals to the target audience.

- **Logistics and Setup:**

Coordinate logistical details such as seating, lighting, sound systems, and decorations.

Arrange for equipment, materials, and supplies needed for the event.

- **Ticketing and Registration:**

Set up a ticketing or registration system to manage attendees.

Provide student support for registration inquiries.

- **Safety and Security:**

Implement safety measures, including first aid, security personnel, and emergency plans.

Address any health and safety regulations.

- **Volunteer Management:**

Recruit and train volunteers to assist with event tasks.

Assign responsibilities and schedule shifts.

- **Risk Management:**

Identify potential risks and develop contingency plans.

Ensure all team members understand their roles in case of emergencies.

- **Evaluation and Reporting:**

Collect feedback from attendees, volunteers, and stakeholders.

Analyze event outcomes and prepare a post-event report.

- **Follow-Up and Thank You:**

Complete financial reconciliation and thank sponsors, vendors, and volunteers.

Document lessons learned and best practices for future events.

- **Post-Event Analysis:**

Review the event's success against the defined objectives and goals.

Use insights to make improvements for future events.

- **Team Debrief:**



Hold a debriefing session with the event committee to discuss what worked well and areas for improvement.

### Committee:

To ensure that the above objectives are attained the constitution of event committee is as under;

Sr. No.	Designation	Position in committee
1	Faculty	Coordinator
2	Faculty	Member
3	Faculty	Member
4	Faculty	Member
5	Student coordinator	Member
6	Student coordinator	Member
7	Student coordinator	Member
8	Student coordinator	Member

### Functional Duties & Responsibilities:

#### Coordinator:

The Overall Coordinator plays a central role in guiding the committee and ensuring the event's success.

#### 1. Leadership and Direction:

- Provide leadership and a clear vision for the event.
- Delegate tasks and oversee their execution.

#### 2. Planning and Strategy:

- Develop a comprehensive event plan with goals and strategies.
- Create a timeline and action plan.

#### 3. Budget Oversight:

- Manage the event budget effectively.

#### 4. Committee Coordination:

- Facilitate regular committee meetings and ensure effective teamwork.

#### 5. Liaison and Communication:

- Act as the primary point of contact with stakeholders.
- Maintain open communication channels.

#### 6. Problem Solving and Decision-Making:

- Address challenges, make critical decisions, and seek input from team members.



## Members:

### 1. Planning and Coordination:

Collaborate with other committee members to plan and organize various college events, such as cultural festivals, sports tournaments, seminars, workshops, and more.

Create a comprehensive event plan that outlines the objectives, budget, timeline, and tasks required for successful execution.

### 2. Budget Management:

Develop a budget for the event and allocate resources effectively to ensure that all expenses are covered.

Monitor expenses throughout the planning and execution phases to stay within budgetary constraints.

### 3. Venue and Logistics:

Secure event venues and coordinate logistical arrangements, such as seating, lighting, sound systems, and decorations.

Arrange for any necessary permits or approvals for the event.

### 4. Marketing and Promotion:

Develop a marketing strategy to promote the event within the college community and potentially to external audiences.

Utilize various promotional channels, including social media, posters, flyers, and email newsletters.

### 5. Sponsorship and Fundraising:

Seek sponsorship opportunities from local businesses or alumni to help fund the event.

Organize fundraising activities or campaigns to supplement the event budget.

### 6. Volunteer Recruitment:

Recruit and manage a team of volunteers to assist with various event-related tasks, such as registration, ushering, and event setup.

### 7. Program and Content:

Plan the event program and content, including scheduling performances, speakers, workshops, and other activities.

Ensure that the event aligns with the college's goals and objectives.

### 8. Registration:



Set up ticketing or registration systems to manage attendee sign-ups and payments, if applicable.

Provide support for attendees with inquiries or issues related to registration.

**9. Risk Management:**

Identify potential risks associated with the event and develop contingency plans to mitigate them.

Ensure safety measures are in place, including first aid, security, and emergency response plans.

**10. Evaluation and Feedback:**

Collect feedback from attendees, volunteers, and other stakeholders to assess the success of the event.

Use feedback to make improvements for future events.

**11. Post-Event Activities:**

Complete post-event tasks such as financial reconciliation, thank-you notes to sponsors, and final reports.

Document lessons learned and best practices for future reference.

**12. Teamwork and Communication:**

Maintain open and effective communication with all committee members and stakeholders.

Collaborate with other committees or organizations as needed to ensure a smooth event experience.

Members of an event management committee should work together cohesively, stay organized, and adapt to changing circumstances to ensure the success of college events. Each member's specific responsibilities may vary depending on their role within the committee, such as president, treasurer, marketing coordinator, etc.

**Students Representatives:**

The student representatives are responsible for discipline in the teams and supporting the faculty members in their duties during the conduction of the events.

