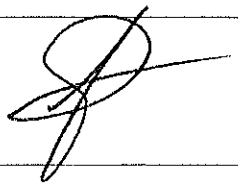
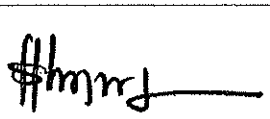
EVENT MANAGEMENT

Prepared By:-	Approved By:-
	
Name : Abdul Latif bin Abdul Rahman	Name : Shahrizad binti Sa-idul Haj
Position : Deputy Director Office for Communication Advocacy and Promotion	Position : Director Office for Communication Advocacy and Promotion
Date : 14/8/2024	Date : 14/8/2024

1.0 OBJECTIVE

The purpose of this document is to ensure that the event management is handled and managed efficiently to meet customer's satisfaction.

2.0 SCOPE

The procedure covers the following activities:

2.1 Handling University events for:

1. Iftar
2. Shawwal Gathering
3. Launching of Merdeka Month Celebration
4. Al Liqa Al Jamaies

2.2 Assist on event management for K/C/D/I/O and external

3.0 ACCOUNTABILITY

4.0 ABBREVIATION

3.1	DMR	: Deputy Management Representative
3.2	DD	: Deputy Director
3.3	AA	: Administrative Assistant
3.4	OCAP	: Office for Communication, Advocacy and Promotion
3.5	K/C/D/I	: Kulliyyah / Centre / Division / Institute

5.0 REFERENCE

1. IIUM Event Management Guidelines (e-book)
2. Malaysian Protocol

6.0 RECORD RETENTION PERIOD

7.0 PROCESS FLOW

Responsibility	Flow Chart	Remarks
	FLOW CHART FOR HANDLING UNIVERSITY EVENTS FOR: 1. Iftar 2. Shawwal Gathering 3. Launching of Merdeka Month Celebration 4. Al Liqa Al Jamaies	
	Start	
DMR / D / DD / AA	Call for Event Meeting	Receive complaint (Management / staff / end user) – customer not happy
DMR / DD	Prepare working paper event	
AO / DD / AA	Send out invitation to guests	
	Follow up on the RSVP and prepare a master list of the attendance	
	Conduct briefing session for sub Committee Members (Iftar & Shawwal Gathering only)	
DMR / D / DD / DD / AA	Conduct dry run or rehearsal	
	Prepare seating arrangement for VIP and salutation for the Master of Ceremony	
AA	Record all documents in the relevant files	
	End	