PROCEDURE SO-026

EVENT PLANNING AND ORGANIZATION	
Superintendent Responsible: Superintendent of Education	**Initial Effective Date:** 2020/04/27
Last Updated: 2023/06/08	**Next Review Date:** 2027/06/08

Purpose:
To outline how Grand Erie District School Board (Grand Erie) will organize and plan events. Grand Erie events will support the objectives of the multi-year strategic plan, and support and enhance Grand Erie's position and presence in the communities it serves.

Guiding Principles:

1.0 Events will be unique to the occasion and location.

2.0 Each event should have an assigned Administrator or Event Lead, who is the key contact for coordinating the event.

- 2.1 If the event includes elected/ representatives from the Municipal, Provincial or Federal level, or Board of Trustees, the Administrator or Event Lead will ensure the Manager of Communications and Community Relations, and immediate Superintendent of Education are informed of event planning and organization. Elected officials/ representatives and Board of Trustees will receive invitations from Director Services.
- 2.2 The Manager of Communications and Community Relations will lend support and advice to all Event Leads or act as the Event Lead as appropriate.

3.0 Student Ambassadors/Greeters should welcome guests and be assigned to greet and escort all guests.

4.0 Where elected officials/representatives, Board of Trustees, Chief Executive Officer (CEO) and/or Superintendent of Education are speaking at an event, the following speaking order will be considered:

- 4.1 Chair of the Board (or designate), delivers remarks and is responsible for welcoming all elected officials/representatives
- 4.2 CEO (or designate) may deliver remarks and is responsible for the welcoming of Senior Administration, employees, parent(s)/caregiver(s), and students.
- 4.3 Elected officials/representatives may deliver remarks, in the following order: Provincial, Federal, Municipal.
- 4.4 Students, parent(s)/caregiver(s), community partners, or other parties may also deliver remarks, if appropriate.

5.0 The Administrator or Event Lead hosting/organizing the event may serve as the emcee.

6.0 The Land Acknowledgement statement will be read at the opening of the event, and before the playing of O Canada (if appropriate).

7.0 Signage displayed during events should promote a positive image of Grand Erie. Consider school signage/banners or Grand Erie banners that showcase the Grand Erie's Multi-Year Plan. Contact the Manager of Communications and Community Relations to access Grand Erie signage and arrange any social media announcements. Promotional materials support, if required, may be arranged in advance with the Manager of Communications and Community Relations.

- 7.1 Consider school signage/banners displayed during all school-organized events
- 7.2 Grand Erie banners that showcase the Grand Erie's Multi-Year Plan will be displayed at all system-sponsored, community and Ministry/government events.

8.0 The Event Lead should submit information about the event to the Manager of Communications and Community Relations. Where appropriate it will be posted on websites, newsletters or social media and/or announced at a Board Meeting.

9.0 All invites to local media will be managed by the Communications department on behalf of the Event Lead.

11.0 Audio/Visual Equipment may need to be coordinated and provided by the school or Information Technology Services, and could include microphones, podiums, speakers, LCD projectors, etc.

The following chart outlines:

1. Examples of events
2. Invitees
3. Speakers/Presenters
4. Event Lead (Grand Erie employee(s))

Events	Invitees	Speakers/Presenters	Who's the Event Lead
School anniversaries	• Board of Trustees • CEO • Superintendent of Education • Former Administrators of the school	• Optional - Chair of the Board (or designate) • Optional - CEO (or designate)	• Event Lead: Grand Erie employee(s)
Secondary School Graduations	• Board of Trustees • CEO or a Superintendent of Education	• Board of Trustees (member)	• Event Lead: Grand Erie employee(s)
Recognition (i.e., athletic banquet, Remembrance Day assembly, and/or celebrations etc.)	• Board of Trustee (member) (**Optional**) • Family of Schools Superintendent of Education (**Optional**)	• As appropriate	• Event Lead: Grand Erie employee(s)
Partnership/opening events (Examples: Daycare opening.)	• Board of Trustees • CEO • Superintendent of Education responsible for the partnership • Partners • Local Politicians (Municipal) • Media Representatives	• Chair of the Board (or designate) • CEO (or designate)	• Event Lead: Grand Erie employee(s) • Manager of Communications and Community Relations
Official school openings	• Board of Trustees • CEO • Superintendent(s) of Education • Ministry of Education Representatives and/or funding partners • School Council Chair • School staff • Local Politicians (Provincial, Municipal) • Contractors and Architects • Community Representatives (Optional) • Grand Erie Departments: Communications and Community Relations, Facilities, Finance, Purchasing, Information Technology and Human Resources, Indigenous Education, Program K-12, Safe	• Chair of the Board • CEO • Ministry of Education Representative and/or funding partners	• Event Lead: Grand Erie employee(s) • Manager of Communications and Community Relations

	and Inclusive Schools, Specialized Services (optional) • Media Representatives • Union/Association • Presidents		
Milestones, birthdays, retirements, years of service recognitions, staff award initiatives etc.	• Superintendent of Education (**Optional**)	• As appropriate	• Event Lead: Grand Erie employee
Fundraising events, fall fairs, United Way, etc.)	• Board of Trustees (**Optional**) • CEO(**Optional**) • Superintendent of Education	• Chair of the Board (or designate) (**Optional**) • CEO (or designate) (**Optional**) • Superintendent	• Event Lead: Grand Erie employee • Manager of Communications and Community Relations
Prime Minister, Federal Minister or Member of Parliament visit	• Board of Trustees • CEO	• Chair of the Board • CEO	Event Lead: Grand Erie employee(s) Manager of Communications and Community Relations
Municipal Mayor or Councillor school visit	• Board of Trustees • CEO • Superintendent of Education	• Chair of the Board (or designate) • CEO (or designate)	Event Lead: Grand Erie employee(s) Manager of Communications and Community Relations

Reference(s):

- Accessibility Policy (SO-31)
- Advertising Procedure (BU-011)
- Visual Identity Policy (SO-25)