



PRESIDENT UNIVERSITY STUDENT BOARD
PRESIDENT UNIVERSITY

Jababeka Education Park, Jl. Ki Hajar Dewantara, Kota Jababeka,
Cikarang Baru, Bekasi 17550 – Indonesia

Phone (021) 8910 9762-6, Fax (021) 8910 9768

Email: pusb@presiden.ac.id, <http://www.president.ac.id>



**STANDARD OPERATIONAL PROCEDURE (SOP) MEDIA PARTNER & EVENT
COLLABORATION PUSB 2025 X SANCTUS CABINET**

A. DEFINITION

- Media Partner: A collaboration requested by an external party to the President University Student Board as a media partner to publicize events held by external parties (organization, company, NGO, etc.).
- Event Collaboration: Collaboration is held and asked by an external party to the President University Student Board to create and achieve a collaboration program.

B. SCALE

Collaboration can be requested by internal and external parties at the President's University.

C. MEDIA PARTNER PROCEDURE

- Send the media partner collaboration proposal to PUSB via Instagram DM (@pusbpresuniv) or email (pusb@president.ac.id).
- The proposal must be sent **at least 7 (seven) days** before the event.
- After sending the proposal, confirm to **Devan Agip Algifhari (085129537160)**.
- External Affairs President University Student Board will check and confirm the collaboration proposal **no more than 3 (three) days** after the collaboration form is received.
- Please provide a Memorandum of Understanding (MoU) about the collaboration after External Affairs has confirmed it.
- The signing of the Memorandum of Understanding (MoU) will take place 3 (three) days after the agreement is reached.
- Please send content or materials to be published **no later than 3 (three) days** before the publication date in the Memorandum of Understanding (MoU).
- Please submit posters for posting on feeds or Insta stories in sizes 1:1, 3:4, or 9:16. **Choose one or both as needed.**

Contact Person

Bibiana Daniela Novianti Missa – 085191432440 (External Affairs)

Devan Agip Algifhari – 085129537160 (External Affairs)



President University
Student Board

PRESIDENT UNIVERSITY STUDENT BOARD PRESIDENT UNIVERSITY

Jababeka Education Park, Jl. Ki Hajar Dewantara, Kota Jababeka,
Cikarang Baru, Bekasi 17550 – Indonesia

Phone (021) 8910 9762-6, Fax (021) 8910 9768

Email: pusb@president.ac.id, <http://www.president.ac.id>



D. EVENT COLLABORATION PROCEDURE

- Send the collaboration proposal to PUSB's email address (pusb@president.ac.id).
- The process of sending the collaboration proposal **must be completed at the latest 30 (thirty) days** before the event.
- After sending the collaboration filling please confirm with **Bibiana Daniela Novianti Missa (085191432440)**.
- The collaboration proposal must contain the information below:
 - Program name
 - Program purposes
 - Program concept
 - Date, time, and venue of the event
 - Audience target
 - Cooperation forms and offers
 - Contact person
- The collaboration proposal will be checked and confirmed by the External Affairs President University Student Board **no more than 5 (five) days** after the collaboration proposal is received.
- External Affairs President University Student Board will conduct a meeting (online/offline) with related parties to discuss more about the collaboration proposal if it is needed.
- Please provide a Memorandum of Understanding (MoU) about the collaboration after being confirmed by External Affairs.
- The Memorandum of Understanding (MoU) shall be signed **no later than 3 (three) days** following the conclusion of the agreement.

Contact Person

Bibiana Daniela Novianti Missa – 085191432440 (External Affairs)

Devan Agip Algifhari – 085129537160 (External Affairs)



PRESIDENT UNIVERSITY STUDENT BOARD
PRESIDENT UNIVERSITY

Jababeka Education Park, Jl. Ki Hajar Dewantara, Kota Jababeka,
Cikarang Baru, Bekasi 17550 – Indonesia

Phone (021) 8910 9762-6, Fax (021) 8910 9768

Email: pusb@presiden.ac.id, <http://www.president.ac.id>



E. TERMS AND CONDITIONS

- Media Partner
 - a. Event publication can only be done on Instagram (stories and feeds) and Twitter.
 - b. Event publication is limited to one post (submit an unchangeable caption and poster).
 - c. Event publication will be removed 1 (one) week after the event ends.
- Event Collaboration
 - a. Event publication will follow the terms in the MoU.
 - b. PUSB reserves the right to cancel and seek compensation if the external party breaches the MoU. The form of compensation will be proposed by PUSB and agreed upon by both parties.

We **do not accept** collaboration offers when:

- Collaboration objective is opposite to the vision and mission of the President University or President University Student Board.
- Collaboration requires the President of the University Student Board to pay certain fees.
- Collaboration of a media partner for a donation-raising program by an agency without the involvement of President University.
- Collaboration has a target audience that is not from students, academics, or other groups that are not the social media audience of the President University Student Board.
- Collaboration on programs, events, or media partners that include SARA and political elements.
- Collaboration that may cause material or non-material harm to specific parties or groups.

***Note:** Collaboration proposals that meet the specified requirements will go through a further discussion and selection process by considering certain aspects by the President University Student Board.

Contact Person

Bibiana Daniela Novianti Missa – 085191432440 (External Affairs)

Devan Agip Algifhari – 085129537160 (External Affairs)