
	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 1 OF 9

TABLE OF CONTENTS

	<u>PAGE</u>
1.0 INTRODUCTION	2
2.0 SCOPE	2
3.0 RESPONSIBILITY	* 2
4.0 TERMINOLOGY	3
5.0 PROCEDURE OUTLINE	4
6.0 PROCEDURE DETAILS - EVENT	5 - 7
7.0 PROCEDURE DETAILS - EXHIBITION	8 - 9

RELATED PROCEDURES

- (i) *Policies and Procedures Manual : Contracts & Procurement Division (CPD Manual)*
- (ii) *Standard Operating Procedures : Finance and Treasurer Division (FTD SOP)*
- (iii) *Media Management and Editorial Procedure (MME Procedure)*
- (iv) *Corporate Social Responsibility Procedure (CSR Procedure)*

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 2 OF 9

1.0 INTRODUCTION

The purpose of this document is to detail out the procedures in managing events and all corporate exhibitions that the company or its subsidiaries participate in, and to ensure that the material exhibited is in line with the company's business focus and strategy.


2.0 SCOPE

The procedure shall be applicable to all events (international and local) and exhibitions that the company or its subsidiaries organise or exhibit in.

3.0 RESPONSIBILITY


It is the responsibility of the Head of Department, namely Group Corporate Communications Department, participating subsidiary/associate company and/or department to comply with this procedure.

This procedure may change over time, and the Head of Group Corporate Communications Department is responsible in updating the changes and the circulation of the said changes to all relevant parties.

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 3 OF 9


4.0 TERMINOLOGY

- a. GEC - Group Executive Chairman
- b. EXCO - Board Executive Committee
- c. ED - Executive Director
- d. CEO - Chief Executive Officer
- e. COO - Chief Operating Officer
- f. CSR Panel - Corporate Social Responsibility Panel headed by GCOO
- g. HBU - Head of Business Unit
- h. HOD - Head of Department
- i. HGCCD - Head of Group Corporate Communications Department
- j. HUMME - Head of Unit, Media Management & Editorial
- k. HUSEE - Head of Unit, Stakeholder Engagement & Event
- l. ESEEU - Executive, Stakeholder Engagement & Events Unit
- m. BU Rep - Business Unit Representatives
- n. GCCD - Group Corporate Communications Department
- o. GCPD - Group Contract & Procurement Division
- p. GFTD - Group Finance & Treasury Division
- q. SEEU - Stakeholders Engagement & Events Unit
- r. MMEU - Media Management & Editorial Unit
- s. EP - External parties
- t. EMC - Event Management Company

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 4 OF 9

5.0 PROCEDURE OUTLINE

RESPONSIBILITY	ACTIVITY/FLOW
GCCD/HOD/HBU	<div>Initiate/Receive request</div> <div> <div>Communications plan/ Calendar Year of Activity</div> <div>Short notice & Ad-hoc</div> </div>
HGCCD/HOD/HBU/ CSR PANEL/ED/EXCO	<div>No</div> <div>Endorsement & Approval of event & budget</div> <div>Yes</div>
GCCD/PD/ Other Department/BU	<div>Event setup</div> <div> <ol style="list-style-type: none"> 1. Determine timeline/content 2. Recomend EMC, if necessary 3. Prepare EXCO paper 4. Collateral for media 5. Confirmation of Guest of Honour 6. Reservation of Venue </div>
GCCD/Other Department/BU	<div>Pre-event</div> <div> <ol style="list-style-type: none"> 1. Event checklist (not applicable on ad-hoc request event) 2. Dryrun </div>
HGCCD/HOD/HBU/ Stakeholders	<div>Event/Execution</div> <div> <ol style="list-style-type: none"> 1. Execution 2. Evaluaton form </div>
HUSEE/HGCCD/GFTD/ CSR Panel	<div>Event/Execution</div> <div> <ol style="list-style-type: none"> 1. Post mortem report 2. Thank you letter 3. Payment process 4. Archieve </div>

	TITLE		DOC. NO:	ISSUE NO:
			SOP/CCD/05	01
	EVENT MANAGEMENT PROCEDURE		REV. DATE:	REV. NO:
				-
				PAGE 5 OF 9

6.0 PROCEDURE DETAILS - EVENT

6.1 ORGANISE AN EVENT

GCCD receive request/proposal from BU or other department within the company to organize an event. Organising an event will be initiated based on the following 2 scenarios:-

- (a) From Communications Plan or Calendar Year of Activity earlier endorsed by HBU and CSR Panel:
HUSEE/ESEEU to initiate a program/event minimum 6 months prior to the event date.
- (b) Short notice and Ad-hoc Request from HOD/HBU:
Requestor (as guided by GCCD) to seek COO/CEO/ED/EXCO approval to proceed.

Note: For scenario 6.1a and 6.1b's approval on paperwork, DAG limit is to be observed.

6.2 DETERMINE EVENT DETAILS & PREPARE CHECKLIST

HUSEE to prepare event checklist and initiate the groundwork by determining details, i.e. target audience, number of invitees, date, venue, objective, concept, cost estimation and items required 6 months prior to organizing the event.


HUSEE to coordinate, liaise and communicate with internal and external parties to get all information, in preparing EXCO paper to secure approval. If necessary, seek COO/CEO/ED/EXCO approval to proceed (and to refer DAG limit).

However, checklist may not be applicable on ad hoc request event.

6.3 DECIDE IF EXTERNAL ASSISTANCE IS REQUIRED

HUSEE to decide if seeking an Event Management Company (EMC) is necessary. If so, provide a brief of requirements and request for costing/quotation. HUSEE will prepare paper for management approval.

Upon receipt of proposal from EMC, HGCC/HUSEE to review and advise the proposed concept and costing for further presentation to the CEO/COO and/or HBU/BU Rep.

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 6 OF 9

6.4 COLLATERAL FOR MEDIA COVERAGE

HUSEE to provide all relevant information of the event to HUMME to develop news release and prepare Frequently Asked Questions (FAQ) for media briefing, if any.

Refer to MME Procedure for detailed process.

6.5 CONFIRMATION OF GUEST OF HONOUR PRESENCE

Should the management request the presence of a Guest of Honour (GoH) e.g Prime Minister (PM), Deputy Prime Minister (DPM), Minister or any Key Personnel, HUSEE will prepare a letter of invitation to the GoH by proposing a date and time and program.

Once venue is confirmed, HUSEE to issue invitation to GoH.

6.6 RESERVATION OF VENUE

Once the venue has been identified, HUSEE to proceed with reservation by processing the deposit/booking fee to secure the venue and to submit it to GFTD for payment of deposit.

Refer to Finance & Treasury Division SOP.

6.7 FINALISING OF LIST INVITEES


In consultation with HBU, HGCCD/HUSEE to list down a list of invitees e.g Members of the Board/EXCO/CEO/COO/HBU and to obtain approval from CEO, if necessary.

Subsequently HUSEE is to send out letter of invitation or email to the invitees to block their time and date 1 month prior to the event.

6.8 SENDING INVITATION

Upon confirmation, HUSEE/ESEE is to send out the invitation a month before the event and the attendance list will be updated weekly.

SEE to determine the estimated confirmed number of invitees and coordinate the necessary arrangements.

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 7 OF 9

6.9 PARTICIPATION OF STAFF (STAFF ON DUTY)

HUSEE to consult HGCCD, to determine and prepare a list of staff on duty from relevant BU representative to be involved and assist during the event.
(This applies whenever necessary)

6.10 ORGANIZE DRY RUN OF EVENT

SEE GCCD/BU representative /EP will start to organize rehearsal of the event with all relevant parties a day before the actual event.

6.11 MANAGE THE EVENT

SEEU and BU to execute the event based on checklist and running sheet.

6.12 ACTION AFTER EVENT

HUSEE and HBU to produce a post-mortem report comprising achievement of the event objectives, comments, feedback and suggestion on areas of improvement for future reference within 2 weeks after the event date.

HUSEE/ESEEU to compile a post mortem report from HBU and submit to the CSR Panel for information and acknowledgement on the following week.


HUSEE/ESEEU to prepare and compile activity report for CSR Panel and board members on a quarterly basis.

HUSEE/ESEEU to prepare 'Thank You letter' to the special guest(s) for attending the event and/or letter/email to staff involved within 1 week after the event.

HUSEE/ESEEU and HBU to process payment to the Event Management Company (if applicable) and to the Management of event's venue within 1 month after the event date and to forward to GFTD.

Refer to Finance & Treasury Division SOP.

2

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 8 OF 9

7.0 PROCEDURE DETAILS - EXHIBITION

7.1 PARTICIPATION IN EXHIBITIONS

GCCD is to review list of global exhibitions and proposal received from HBU on their intention of participation in exhibitions and conferences.

HBU is to seek concurrence from HGCCD to obtain approval *from EXCO/ED/CEO/COO on BU's participation by preparing a management paper comprising budget and rational to participate in exhibitions.

Should the proposal be rejected, HBU to revisit the proposal.

7.2 CONFIRM DETAILS OF EXHIBITION

Should the proposal be approved, HBU and HUSEE to work out on the concept of the exhibition.

If the exhibition is being coordinated by overseas subsidiary, HBU will notify and seek HGCCD approval on the corporate information.

Refer to MME Procedure.


7.3 DECIDE ON EXHIBITION REQUIREMENTS

HBU and HUSEE is to determine the following requirements before commencement of the exhibition:

- Type of exhibition materials to be used for exhibition (display of photos, graphs, charts, technical description, etc);
- Equipment/product samples;
- Space requirement;
- Rental of additional display cases/shelves – if required; and
- Adequate supply of corporate brochures, corporate gifts and stationery requirement.

7.4 REQUEST FOR PROPOSALS FROM DESIGN HOUSES/EXHIBITION CONTRACTOR

HBU and HUSEE to meet with representatives from Design Houses/Exhibition Contractors to requests for proposals for the Exhibition.

	TITLE	DOC. NO: SOP/CCD/05	ISSUE NO: 01
	EVENT MANAGEMENT PROCEDURE	REV. DATE:	REV. NO: -
			PAGE 9 OF 9

7.5 PRESENTATION OF PROPOSALS BY DESIGN HOUSES/EXHIBITION CONTRACTORS

HBU and HUSEE to receive proposals from Design House/Exhibition Contractors within 2 weeks after the meeting.

HBU and HUSEE is to review, discuss and shortlist proposed designs for further presentation to the ED/CEO/COO. Once the design is approved, HBU is to prepare appointment letter for the selected Design House/Exhibition Contractor.

7.6 TRANSPORTATION HAND OVER EXHIBITION MATERIALS

BU and SEEU to arrange logistics to transport exhibition materials to and from exhibition venue.

BU and SEEU to handover exhibition materials to the person in-charge of the exhibition – Design House/Exhibition Contractor for installation.

7.7 PARTICIPATION OF STAFF (STAFF ON DUTY)

BU and SEEU are to prepare duty roster and ensure each BU/SEEU that there are staff 'on duty' at any time to attend to visitors' queries.

7.8 MANAGE THE EVENT

BU and SEEU are to execute the event based on the checklist and running sheet.

7.9 ACTION AFTER EVENT

BU and SEEU are to ensure exhibition panels and other items are dismantle and returned to contractor after the event ends.

7.10 POST MORTEM REPORT

HUSEE and HBU are to produce a post-mortem report comprising achievement of the exhibition within 2 weeks after the event date.

HUSEE/ESEEU to compile a post mortem report from HBU and submit to the CSR Panel for information and acknowledgement on the following week.

HUSEE/ESEEU to prepare and compile activity report for CSR Panel and Board Members on a quarterly basis.

Refer to CSR Procedure.