



## The American University of Kurdistan Policy of Event Planning and Management

Policy Number: GA013  
Effective Date: May 28, 2023

1. **Policy:** This policy provides high-level detailed procedures, defined roles, standardized processes, and operational controls required for consistent execution of events across the University. It establishes procedures for approving a University event, including the submission of the Event Proposal Form to the Office of Communications, in accordance with the minimum lead times and blackout period rules defined in the AUK Event Guidelines and Procedures Manual. The policy will be communicated openly to the University community, published on the AUK website, and reviewed periodically to ensure continued relevance, academic integrity, and alignment with AUK's mission, institutional objectives, and curricular frameworks. All members of the AUK community are required to comply fully with policies approved by the AUK Board of Trustees (BoT).
  - a. **Purpose:** The purpose of this policy is to define, set rules and responsibilities for the planning, organizing, and delivering of events on the University campus to ensure they align with the University's vision, mission, and values.
  - b. **Scope:** This policy applies to all University departments and units, staff, faculty, students, visitors, and other external stakeholders. It covers all activities sanctioned by the University or that are held on University premises.

### 2. **Definition of Terms:**

**Blackout Period:** A defined period before or after a Major or Medium event during which other events of the same or higher tier may not be scheduled without express approval.

**Event:** Any University-affiliated event of significance where attendees (internal and external) gather for a specific purpose related to an activity or program. All Events are carried out, hosted or co-hosted by a University unit or department, either on or off campus.

**Event Approval Form:** The document that the Event Lead submits to the Office of Communications (OC) prior to the execution of planning activities related to the event.

**Event Checklist Form:** A unified planning and coordination form covering logistics managed by the OC, Campus Services Department, and Information Technology.

**Event Lead:** The designated University employee (representing the sponsoring unit/department) who is responsible for carrying out the planning and execution of the event.

**Event Tier:** The classification of an event based on expected attendance and audience type, used to determine lead times, blackout periods, and planning requirements. Tiers are: Major (350+ attendees, internal and external); Medium (100-350 attendees, internal and external); Small Internal (fewer than 100 attendees, internal); and Small Mixed (fewer than 100 attendees, internal and external).

**Non-University Events:** Those events that are hosted on campus and reserved by third-party non-university organizations who wish to use the University's facilities.

**Press Release Information Form:** The document submitted by the Event Lead to the OC at least one business day prior to the event, containing the information required for the preparation and issuance of the official press release.

**Unit Events:** Those that are organized by individual units within the University, such as departments, colleges, and student organizations, and may be targeted at specific audiences (internal and external).

**University events:** Those that are organized by the University and are open to the entire University

community, such as graduation ceremonies, conferences, etc.

### 3. Responsibilities:

- a. **Issuing Unit:** Office of Communications (OC).
- b. **Other Stakeholders:** Campus Services Department (CSD), Information Technology Department (ITD) and Finance Department.

### 4. Procedures:

- a. **Event proposals:** Event proposals must be submitted in accordance with the following minimum lead times based on event tier:
  - Major events (350+ attendees): 4 months in advance
  - Medium events (100 – 350 attendees): 2 months in advance
  - Small Internal or Small Mixed events (fewer than 100 attendees): 7 business days in advance
  - Blackout periods apply by tier: Major events enforce a one-month blackout before and one week after; Medium events enforce a one-week blackout before; Small events may run year-round with a maximum of five per week. Refer to the AUK Event Guidelines and Procedures Manual for full details and exceptions.
  - The University recognizes select international, national, and cultural days in a manner consistent with AUK's values, academic mission, and the cultural context of Kurdistan. For full criteria, permitted types of recognition, prohibited celebrations, and the pre-approved list of days, refer to the AUK Guidelines for Celebrating and Recognizing International, World, and National Days.
- b. **Non-University Events**

Campus spaces may be rented out for cost-recoverable purposes, if suitable on-campus space is available and the event will not compromise the delivery of teaching and learning; events, conferences, seminars, and speeches by external third-party users may be accommodated.

  - Non-University events are required to inform and have approval from the OC according to the University procedures.
  - For all Non-University Events, the OC must be informed 10 business days in advance. The Event Approval Form (See Section 6: Related Documents) must be officially submitted to the OC at least two weeks prior to the event.
- c. **Venue Use Guidelines**
  - **Access and Movement:** Once an event begins, all main doors must remain closed; entry and exit should occur only through back doors where available. Stage access is permitted only via stairs. No movement between the stage and the audience is permitted during the event; logistics staff must use aisles and the back of the venue.
  - **Crowd and Space Management:** Crowding at entrances, in front of control desks, or along venue sides is not permitted. Event staff (including MCs, IT personnel, and coordinators) must be seated at the control desk or with the audience; standing is not permitted. Staff must not converse during the event; any necessary communication must occur behind the control desk or outside the venue.
  - **Branding and Setup:** All design elements, setups, printed materials and promotional displays must be approved by the OC in advance. Use of the University's name and branding must comply with AUK brand standards. (See Section 6: Related Documents).
  - **Technical and Lighting:** A designated person must be assigned to manage stage and room lighting during presentations and video segments.
  - **Behavior and Disturbance:** The Event Lead is responsible for managing disruptions including loud conversations, mobile phone use, inappropriate behavior, and crowd interference.
  - **Coverage and Documentation:** The OC has coverage priority at all University events. Any external stakeholders wishing to document or cover an event must coordinate with the OC in advance.

- d. General Principles:**
- Only approved events may be held on University premises through the OC.
  - Priority will always be given to the teaching mission of the institution; events will be scheduled to avoid interfering with classes as required.
  - All events must be planned in accordance with campus safety and security guidelines.
  - All events require an Event Lead representing the sponsoring unit/department.
  - The University reserves the right to cancel or postpone an event at any time if necessary for safety or other reasons.
- e. Event Lead (and the Organizing Unit):** The Event Lead is the designated representative from the sponsoring unit or department, responsible for planning and executing the event in coordination with the OC and all relevant units. Any unit may also initiate and function as the lead for events within their scope.
- The designated representative from the organizing unit, responsible for developing the agenda and content, speakers as applicable, liaising with OC, and coordinating with other units.
  - Lead the development of the agenda and content (e.g., guest speakers, program flow, etc.)
  - Coordinate with OC regarding agenda, speakers, and unit-specific requirements.
  - Coordinate with the Senior Development Coordinator for private sector invitees.
  - Coordinate with the Institutional Relations Manager for public sector invitees.
  - Coordinate logistics with other units (e.g., CSD, IT, Student Affairs, etc.)
  - Submit the Press Release Information Form (See Section 6: Related Documents) to OC at least one business day before the event, if local media coverage is requested and deemed necessary.
- f. Office of Communications (OC):** The OC reviews event proposals to ensure alignment with the University's mission and strategic priorities. If OC has any questions, it will discuss them with the responsible administrator. The OC will:
- Lead the overall planning framework and ensure consistency across all institutional events.
  - Plan the event with the Event Lead.
  - Allocate the event budget based on the approved plan, in consultation with the lead unit.
  - Develop and execute the communications plan, in consultation with the lead unit.
  - Review the proposed invitation list for alignment and approval.
  - Oversee branding, banners, signage, and venue design.
  - Oversee photography, videography, media coverage, and social media campaigns.
  - Create and issue the official press release for media distribution.
  - Deliver post-event communications using content provided by the lead unit and archive materials for institutional use.
- g. Campus Services Department Responsibilities:**
- Venue booking and layout planning.
  - Venue setup and tear-down.
  - Providing furniture depending on availability.
  - Oversee plumbing, HVAC, electricity, gardens, fountains, and janitorial services
  - Post-event clean-up.
  - Guest transportation.
  - Security.
- h. Finance Department Responsibilities:**
- Procurement for vendors, catering, signage, and giveaways.
  - Catering and hospitality.
  - Guest accommodation.,
  - Budget oversight, payment approvals, and vendor management.
- i. Office of Student Affairs Responsibilities:**
- Recruit and coordinate student volunteers
  - Assign volunteer roles and tasks as provided by the Event Lead
  - Ensure clear assignment of roles, training, and supervision of student volunteers

- j. Information Technology Department Responsibilities:**
  - Audio-visual equipment and indoor screens.
  - Virtual participation setup and management.
  - Translation devices.
- k. Office of Human Resources:**
  - Recruit and coordinate staff volunteers.
  - Assign volunteer roles and tasks as provided by the Event Lead.
  - Ensure clear assignment of roles, training, and supervision of staff volunteers.
- l. Office of Advancement Responsibilities**
  - Manage sponsorships and external stakeholder engagement.
  - Coordinate private sector invitations through the Senior Development Coordinator, in liaison with the Event Lead.

**5. Timeline and Communication/Implementation Plan:**

<b>Activity</b>	<b>Responsible Party</b>	<b>Timeline</b>	<b>Communication Channels</b>	<b>Details</b>
<b>Policy Revision Announcement</b>	Communications	May, 2026	University website, email to staff and faculty, and a specific email to staff frequently responsible for event management within their units	Announce the revision of the policy, assessment metrics and objectives
<b>Feedback Collection</b>	Communications	June, 2027	Suggestion form sent via email	Gather feedback from AUK community on the policy's effectiveness, challenges and areas for improvement
<b>Periodic Reviews and Updates</b>	OIEP, University Leadership, Communications	As necessary	University website, email	Review the policy and its enforcement mechanisms and procedures annually or as necessary to ensure continued relevance and compliance

**6. Related Documents:**

- [Policy of Social Media](#)
- [Policy of Communications](#)
- [Policy of Employee Code of Conduct](#)
- [Policy of Student Code of Conduct](#)
- [Policy of Use of University Name](#)
- [AUK Press Release Form](#)
- [AUK Style Guide](#)
- [OC Social Media Form](#)
- [Talking Points](#)
- [Brand Guideline](#)
- [Secondary Brand Guideline](#)
- [News Article Style Guide](#)
- [AUK Event Guidelines and Procedures Manual](#)

[AUK Guidelines for Celebrating and Recognizing International, World, and National Days](#)  
[Venue Use Guidelines](#)  
[Event Proposal Form](#)  
[Event Checklist Form](#)

**7. Ways to Measure Success:**

- a. A post-event evaluation form that touches upon all logistical aspects of the event to determine areas that require attention for future presentations.
- b. Compliance with the procedures and guidelines.

**8. Policy History**

- a. **Approved by:** Board of Trustees
- b. **Adopted:** May 28, 2023
- c. **Revised:** April 30, 2026