EVENT MANAGEMENT GUIDELINES

The FOM Office of Development and Infrastructure proudly offers event management services though the Visibility, Information, and Communication Unit, Faculty of Medicine (VICFOM), Universiti Malaya (UM). This comprehensive event management guideline outlines the essential steps to be taken before, during, and after an event, guaranteeing a seamless execution of the planned activities. The primary objective of our event management team is to meticulously execute all necessary event protocols. We recognize that adherence to these protocols is crucial in determining the success of any event, while upholding the high quality and standards set by the Faculty of Medicine (FOM) and Universiti Malaya. The success of your event is our priority, and we are dedicated to ensuring a well-coordinated and successful outcome.

This guideline is applicable to events that are conducted both internally and externally by any staff of FOM. All events conducted **MUST** adhere to the UM Guidelines regarding use of the UM Logo and University Name.

1. PURPOSE

This document is designed to serve as a communication-focused reference for managing scheduled activities organised by any staff of FOM. It aims to streamline the exchange of information, foster effective collaboration among stakeholders, and ensure well-coordinated planning and execution of events. Additionally, it supports efforts to enhance the visibility and promotion of events, ensuring they reach and engage the intended audiences effectively.

2. TYPES OF EVENTS

2.1 **Official Ceremonies (Formal and Informal)** *Refer to Appendix 1
Official ceremonies follow strict protocols and procedures, often involving high-ranking officials, government representatives, or VIPs. These events prioritize formality, symbolism, and often carry cultural or historical significance.

2.2 **Academic / Educational Events**
Encompass any conference, workshop, course, masterclass, lecture series, symposium, CME, and webinar which is supplementary, or in addition to the scheduled teaching activities in any academic programme. Participants at these events may include UM or non-UM students, trainees, researchers, clinicians, officers or the public. These events create platforms for scholarly exchange, learning, networking, and recognition in various academic fields. Departments are encouraged to organise educational events relevant to their expertise. All workshops, seminars, conferences, and symposiums **MUST** be coordinated with the department's event coordinator and submitted to the Deputy Dean of Infrastructure & Development for approval by FOM Management before engaging with VICFOM.

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2.3 **Non-Academic Events**
Encompasses events that are not focused on formal learning, research or academic pursuits, but provide opportunities for personal development, entertainment, socializing, or cultural engagement. They include social gatherings, cultural events, sports and recreation, community events, professional networking events, food and drink events, seasonal/outdoor events. These events vary greatly in terms of scale and purpose, but all are outside the realm of formal academic activities such as classes, lectures, and research conferences. They serve as opportunities for relaxation, entertainment, learning outside the classroom, and connecting with others.

2.4 **Student-Led Events**
Events organized by undergraduate and postgraduate students will be governed by the Deputy Dean (Student Affairs).

3. DEFINITIONS

3.1 **Organiser**
The organiser of the proposed event may be an individual/unit/department from FOM, solely, or in collaboration with external parties. Alternatively, external parties may be the main organisers solely or in collaboration with an individual/unit/department from FOM. Any parties from FOM may be co-organizers of the proposed event.

3.2 **Finance**

A. Income-Generating Events
Any event that generates income for the organiser(s), whether they are from the Faculty of Medicine, Universiti Malaya or industry/societies. These include events where a registration fee is imposed, and/or support in the form of sponsorship is obtained from external parties (e.g. society, industry).

Registration fees and sponsorships for FOM-initiated events (by individuals, unit, department or laboratory in FOM) should be made payable to an UM E-pay account (https://epay.um.edu.my), to be applied for by the organizers through the FOM Finance Office or UM Central.

Registration fees for events organised by external parties are to be deposited into the respective organisations' bank account and will not be made payable to FOM or UM.

B. SPONSORSHIP
Monies given by sponsor(s), industry or organisation to support a person, department, laboratory or activity at FOM, UM. The sponsorship amount may be used for the event or for other purposes as determined by the recipient.

3.3   Facilities
Several facilities in the Faculty of Medicine available for use to conduct events are listed on UMPoint (https://umpoint.um.edu.my/), whilst others are under the jurisdiction of the respective Department or Unit. Therefore, reservation of these facilities is to be made via UMPoint or directly through the relevant Department/Unit, respectively. Each of these facilities may impose a venue rental fee, payable upon confirmation of booking.

3.4   Resources
Involves recruitment of staff from the Department, VICFOM, Technical, IT, and/or Cleaning Services.

3.5   UMConsult
Any collaboration(s) between an external party as organizers with any FOM Department/Staff, and where FOM staff will receive an honorarium, needs to be approved by UMConsult (https://upum.um.edu.my/).

3.6   Internationalization Unit, Faculty of Medicine (IUFOM):
Any collaboration(s) between FOM staff as organisers with any external parties (society/association/industry) where income is generated, requires a formal agreement - ie. **Memorandum of Agreement (MOA)** to be signed. This agreement **MUST** be reviewed by the Internationalisation Unit (IUFOM) and their legal officer before it is forwarded to UM Central for final approval by the Vice Chancellor.

3.7   Logo and University Name
Approval for the use of FOM and/or UM logo is required to abide by the guidelines outlined by Universiti Malaya. (UMPortal > Dashboard > Brand Toolkit)

4.   EVENT MANAGEMENT

4.1   BEFORE THE EVENT

Proposal and Objectives
The Event Proposal is a vital document employed by VICFOM to consolidate essential details for upcoming events. Serving as a comprehensive template and reference tool during the initial stages of the event planning process, this document plays a pivotal role in guiding the organisation and execution of the proposed event. It is incumbent upon the organiser, whether from the FOM Dean's Office or a specific department, to diligently prepare this proposal.

The proposal should include:
- Purpose of Event
- Background
- Event information
- Invitation list
- Financial allocation / Budget
- Event justification
- Event approval

Please complete your application online via the **VICFOM website.**
(https://medicine.um.edu.my/visibility > VICFOM > Event Management)

4.1.1 Establishment of Event Committee
The organiser holds the responsibility for identifying personnel that will form the Event Committee. VICFOM will nominate its own staff to assist/advice on the event management.

The Executive Event Committee should include the following portfolios:
- Secretariat
- Publicity
- Logistics
- Catering
- Ushers/greeters/hosts
- Registration

4.1.2 Submission of Event Application Form
a. The Event Application Form can be accessed via the Faculty of Medicine website (https://medicine.um.edu.my/visibility).
b. The application form is intended to serve as an internal guide for the event.
c. The application form MUST be sent at least TWO (2) MONTHS prior to the event.
d. The application form will only be processed after obtaining approval from the FOM Top Management.

4.1.3 Speaker Invitation (if any)
The organiser is responsible to review the Professional Credentials of any speaker(s):
a. Verify the speaker's academic qualifications and professional experience.
b. Verify the speaker's previous speaking engagements and affiliations with other institutions or organisations.
c. Review any published work, such as articles, books, or research papers.

4.1.4 Speaker Background
The organiser is responsible to review the speaker(s) social media presence:
a. Review the speaker's social media profiles (e.g., LinkedIn, X, Facebook, Instagram, YouTube).
b. Assess the nature of the content they share and their interactions with followers.
c. Ensure that the speaker's online presence aligns with the values and mission of the Faculty of Medicine and Universiti Malaya.
d. Be cautious of any controversial posts or affiliations that could negatively impact the university's reputation.
e. For international speakers, the organiser is responsible to obtain approval from the Universiti Malaya Management (Central). **(Refer to Appendix 2).** Please note that the approval process can take up to **THREE (3) MONTHS**.

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4.1.5 Publicity and Visibility

a. The organiser will be responsible for preparing any posters/flyers/e-cards for the event.

b. Every printed or electronic material **MUST** have the UM FOM logo (**Refer to Appendix 3**).

c. The organiser is required to obtain pre-approval from VICFOM prior to making any announcements or initiating advertising. This step is crucial for review and verification purposes, ensuring alignment with established guidelines and standards.

4.1.6 Event Preparation/Logistics

a. The organiser is required to prepare a tentative floor plan, and a comprehensive list of equipment(s) and essentials required for the event to be used as reference by the FOM Logistics Unit.

b. Requests for equipment and other essentials are subject to availability.

c. This list **MUST** be submitted together with the Event Application Form to VICFOM.

4.1.7 Reservation of Event Space

a. The organiser is responsible for securing a suitable location for the event.

b. All reservations can be made via UM Point (https://umpoint.um.edu.my/).

c. The reservation **MUST** include **ONE (1) to THREE (3)** additional days prior to the actual event for preparation purposes, depending on the scale of the event.

4.1.8 Catering

a. Organisers are responsible for managing vendor appointments in accordance with the FOM Financial Regulations.

b. The catering vendor **MUST** have the ability and experience to handle the scale of the event.

4.1.9 Speech and Script

a. The organiser is responsible for appointing an appropriate Master of Ceremonies (Emcee) for the Event and their script.

b. The organiser is responsible for preparing any speeches for distinguished guests and/or Guest of Honour.

c. For official events, all speeches and scripts **MUST** be reviewed by VICFOM to ensure the proper use of salutation(s).

4.1.10 Invitations

a. The organiser is encouraged to schedule a response deadline of at least **SEVEN (7) DAYS** prior to the event.

b. The organiser **MUST** indicate on the invitation if the event requires a formal dress code.

c. The organiser **MUST** provide a contact name and telephone number for responses, in addition to email(s) or any other RSVP tracking system.

4.1.11 Coordination Meeting
    a. The organiser will be responsible to manage the coordination meeting at least **TWO (2) WEEKS** prior to the event.
    b. The meeting **MUST** include all the relevant unit(s)/entity such as Technical Unit, Logistics Unit and IT unit.

4.1.12 Rehearsal (For Official Events Only)
    a. An Event Rehearsal **MUST** be held at least **ONE (1) DAY** before the actual event.
    b. Personnel from VICFOM will be present during the rehearsal to advice on proper event protocols.
    c. All parties directly involved in the event should attend the rehearsal.

4.2 DURING THE EVENT

4.2.1 Event Personnel
    a. The organiser shall ensure that all personnel are aware of their respective roles and duties.
    b. Each officer shall know their roles and responsibilities, in accordance with their appointed committees.
    c. All personnel **MUST** comply with the dress code of the event.

4.2.2 Complete Guest List
    a. A final list of invited guests shall be prepared for reference of the event manager and ushers.

4.2.3 Seating Plan
    a. The organisers shall determine the seating order/position in accordance with the event protocol, especially for official events **(Refer to Appendix 4).**
    b. Designated seats are to be tagged accordingly and appropriately.

4.2.4 Waiting/Holding Room (if necessary)
    a. A waiting/holding room is generally required if it involves dignitaries or Guest(s) of Honour. The waiting room should be located close to the event space.
    b. The organiser shall provide light refreshments in the waiting room on the day of the event.

4.2.5 Media Representatives and Press Conference (if any)
    a. Media invitations **MUST** go through the CCC Office for approval.
    b. Organisers are required to designate a dedicated table to register media representatives.
    c. Organisers **MUST** ensure that the media representatives provide their full names, media company, phone number and email.
    d. Designated seats for media representatives shall be reserved in the front row (not in line with Guests of Honour or Special Guests) to ensure clear visibility of the Main Stage.

    e. Organisers shall designate a suitable venue for media conference (if any); subject to requests. The venue does not necessarily have to be at the main event venue.

4.2.6 Programme Book (if any)
    a. The organiser shall be responsible to distribute the Programme Book to participants during registration.
    b. For invited guests, the Programme Book **MUST** be placed on their designated seats.

4.3 AFTER THE EVENT

4.3.1 Social Media Posts
    a. All social media posts caption **MUST** employ complete and clear sentences and to be drafted by the organiser. These captions are expected to embody professionalism while maintaining a friendly, tactful, and respectful tone.
    b. The organisers have the option to submit photos/videos for upload after seeking guidance from VICFOM regarding protocol adherence.

4.3.2 Press Release / Media Coverage (if any)
    a. The title of the Press Release shall be written in capital letters and in black (concise and attention-grabbing).
    b. Content of the Press Release should include details of people in attendance, purpose of the event, where and when was it held, and why and how the event was held (5W + 1H theory) depending on the type of event. Information shall be informative to attract the attention of the media.
    c. The last paragraph should contain the contact information (name, phone number and email), in case more information about the event is required.
    d. In the media statement, kindly specify the source or quote the name of the official responsible for the program, with explicit mention of '*Faculty of Medicine, Universiti Malaya*'.

4.3.3 Event Post-Mortem
    a. The purpose of a post-mortem is to measure the level of success of the event.
    b. The post-mortem will also serve to identify any issues faced during the event and to devise countermeasures to overcome them for the next event. The post-mortem will also strengthen the cooperativity and responsibilities of all parties involved in the management and handling before, during and after the event.
    c. The organiser is required to present the finalised financial report of the event. This report **MUST** be submitted to the FOM Office of Development and Infrastructure.

5 CLOSING
Adhering to these guidelines is essential for maintaining the professionalism and consistency of the image and branding of the Faculty of Medicine. By following these practices, we can enhance our visibility and reputation both within the University and on the national stage, ensuring the continued success of our events and activities.

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Revisions (if any):

Date	Rev	Description of Revision
12 Feb 2025	1	New Document

Appendix 1

1. TYPES OF EVENTS

1.1. Official (Formal Event)
    1.1.1. The event funded by the government with support from government agencies or ministries related.
    1.1.2. These events follow strict protocols and formal procedures, often with a clear structure and set agenda.
    1.1.3. Events such as official launches, high-level academic conferences, seminars or workshops, convocation ceremonies, and other structured formal occasions.

1.2. Official (Informal Event)
    1.2.1. These events are generally supported by government funding, with possible contributions from university budgets or departmental resources, especially if the event aligns with national or academic objectives.
    1.2.2. These events maintain an official purpose but are more relaxed in nature compared to formal events.
    1.2.3. Events such as staff association tea receptions, retirement banquets, and other celebrations that do not follow a specific sequence or protocol.

1.3. Unofficial (Formal Event)
    1.3.1. These events are typically funded by private sponsors, the organizer themselves, and participant fees.
    1.3.2. These events are Unofficial in tone but may have a formal purpose or subject matter.
    1.3.3. Events such as informal research discussions, panel discussions, academic forums, and group presentations.

1.4. Unofficial (Informal Event)
    1.4.1. These events are typically funded by private sponsors, the organizer themselves, and participant fees.
    1.4.2. These events have a casual, relaxed nature and may not necessarily serve an official purpose.
    1.4.3. Events such as casual meetups or social gatherings

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Appendix 2

The Universiti Malaya Top Management has stipulated that all applications for the invitation/appointment of International Speakers **MUST** be submitted to Madam Sarinah Sallip (sarinahs@um.edu.my) for review, and approval by the Vice Chancellor.

The submitted application **MUST** contain a list of required information:
- Title of the Program/Activity
- Purpose/objective of Program / Activity
- Biodata of the speaker
- Date of Program/Activity

In addition, invitations to external speakers for events organised by students **MUST** be approved by the FOM Office of Student Affairs, before the program is conducted.
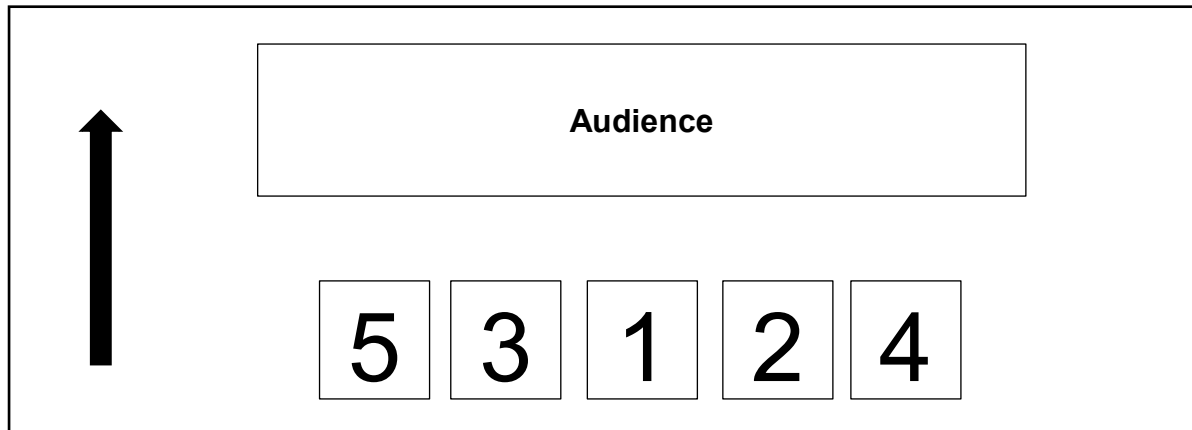
Appendix 3

PROPER USE OF THE UNIVERSITI MALAYA LOGO

Visibility, Information and Communication Unit, Faculty of Medicine Universiti Malaya

The logo can be accessed through the following link: https://rb.gy/nktyr

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Appendix 4

ARRANGEMENT OF GUESTS OF HONOUR

4.1 Odd number

4.2 Even number