



UNIVERSITY OF CALGARY

Event Protocol – Event Invitation for the President

Owner: Office of the President

Purpose: To ensure that the president is well prepared to participate in all events and represent the University of Calgary. This protocol also clarifies roles and responsibilities.

Roles:

- **Event organizer (organizer):** Provides the initial request for the president to attend an event, including key details of the event purpose and role of the president. The organizer completes an event brief with further details about the event and then works closely with the president's office to ensure that the president is well prepared. On the day of the event, the organizer will advise the president of any significant changes to the event program and guests, particularly VIP acknowledgments.
- **Event coordinator:** Assesses the initial event request and presents this to the president. The event coordinator reviews key details of the event with the organizer, ensures that the event brief features all required information, and serves as the main point of contact in the president's office for all events (both speaking and non-speaking).
- **Writer:** Develops speaking notes from the information outlined in the event brief. The writer provides the event organizer with an initial draft of the speaking notes when needed for input on required changes or updates, particularly VIP acknowledgments specific to the audience.
- **Timeline:** Please submit your requests for the president to attend an event at least 35 business days prior to the event (see Event Protocol Timeline). Due to the busy nature of the president's schedule, advanced notice is required to ensure that the president can attend the event and all supporting elements are prepared to the standard of the president's office.

Process:

1. Event Request

The event organizer invites the president to attend the event by completing the online form: https://survey.ucalgary.ca/jfe/form/SV_86wXUEPdwTjasjX. To assist in coordinating dates, the president's office is able to hold (3) dates in the president's calendar.

2. Confirmation of Availability

The event coordinator will notify the organizer if the president is available to attend within **five business days** of the initial event request. The event coordinator will send the organizer a template of the event brief to complete and the due date for the organizer to submit a completed event brief.

3. Preparing the Event Briefing Package

The organizer sends the event brief to the president's office on or before the deadline provided in the email confirmation. This due date is typically **35 business days prior to the event**, ensuring adequate time to build the event brief, confirm key messages and other event details, and prepare speaking notes.

If the president has a speaking role, additional information is required in the event brief, including:

- Audience
- Type of speaking role
- Length of the speaking remarks
- Key messages:
 - The main points that you would like the president to cover in the speaking remarks
 - Supporting information that is relevant to the accuracy and quality of the remarks, such as statistics, milestones and anecdotes that demonstrate the University of Calgary's positive impact in the community
 - Overall purpose of the president's remarks
- Acknowledgments of VIPs, donors or contributors to the event
- Bios for individuals the president will introduce
- Event communications strategy, if applicable

4. Drafting Remarks

Within 15 business days of the event, the writer will send the draft remarks to the organizer (internal events only) for input on any required changes or updates. The organizer will have 2 business days to review. Following the organizer's review of the speaking notes, the writer will then incorporate any changes at the discretion of the president's office.

5. Final Event Package

Following the final review of the event brief and speaking notes, the president's office will provide all final materials to the president. If needed for reference, the president's office can send a final copy of the event brief and an outline of the speaking notes to the organizer two business days prior to the event.

Please send any urgent event changes to our main office email via president@ucalgary.ca. If this change has an immediate impact on the president's speaking role, please advise the president in person at the event.