NORTH-WEST UNIVERSITY EVENTS MANAGEMENT RULES AND PROCEDURE

1 Introduction

Events and functions present a powerful platform that can be used to engage with stakeholders to showcase talent and share information relating to the quality of teaching and learning, research and innovation, community engagement and other activities conducted at the North-West University (NWU). Planning and executing events professionally will contribute towards positioning the NWU as an institution of superior academic excellence and communicate how the university is making a difference in the country and globally.

2 Purpose

The purpose of this document is to provide the process to follow when planning, organising and presenting events at or on behalf of the NWU. The processes listed in this procedure focuses on event and functions risk management to ensure compliance, protection of lives and property.

This document must be read in conjunction with the relevant annexures.

- Annexure A: Application form to host an event on the premises, in the spaces or buildings of the North-West University
- Annexure B: Event risk categorisation application in terms of the Safety at Sports and Recreational Events Act
- Annexure C: Process flow for events
- Annexure D: Rules and procedures for no-events periods
- Annexure E: Protocols to be followed when inviting dignitaries and political parties
- Annexure F: General event checklist
- Annexure G: Conference checklist
- Annexure H: Pre-event safety requirements checklist
- Annexure I: Event safety management checklist

3 Scope of application

The process applies to all constituencies of the NWU, in other words, staff, students and other stakeholders who plan and execute events on behalf of the university, and includes the following:

- Events organised by university staff (faculties, schools, units and departments).
- Events organised by university students.

- Events organised by external stakeholders using or renting the venue or facilities of the NWU.
- Events co-organised by the NWU and external stakeholders.
- Events as defined in the Safety at Sports and Recreational Events Act, 2 of 2010.

4 Definitions

4.1 Dignitaries and high-ranking public officials

Include but are not limited to the following: current and former heads of state and their deputies, ministers, deputy ministers, kings, queens and chiefs, premiers, members of executive committees (MECs), members of parliament and members of provincial legislatures, chairs of portfolio committees, the Chief Justice of the Constitutional Court and senior members of the judiciary (current and previous), high commissioners, ambassadors, heads of chapter nine institutions, directors-general of state departments, vice-chancellors and principals of universities, as well as speakers from political parties. Refer to Annexure E: Protocols to be followed when inviting dignitaries and political parties (Annexure E).

4.2 Event

A gathering or an activity of people coming together for a specific purpose. Examples of events include the following: special lectures, conferences, symposiums, gala dinners, sports activities and other special events. (Event as defined in Safety at Sports and Recreational Events Act, 2 of 2010: Sporting, entertainment, recreational, religious, cultural, exhibition, organisational or similar activities hosted at a stadium, venue or along a route or within their respective precincts.)

4.3 Hazard

A potentially damaging physical incident or occurrence, phenomenon or human activity (or all of these) that may cause the loss of life, damage to property, social and economic disruption or environmental degradation.

4.4 Event organiser

Any person who plans, is in charge of, manages, supervises or holds an event or sponsorship rights to an event or in any manner controls or has a material interest in the hosting of an event as contemplated in the Safety at Sports and Recreational Events Act, 2 of 2010.

4.5 Protocol

The customs and regulations dealing with diplomatic formality, precedence, and etiquette. Following and observing protocol will ensure that events, visits and meetings are planned and executed in accordance with set rules that are acceptable to and expected by stakeholders involved. Following protocol also helps to establish long-lasting relationships with stakeholders involved.

4.6 Risk assessment

Overall process of risk analysis and risk mitigation (SANS 10366: Health and Safety at Events).

4.7 Risk evaluation
Process of comparing the estimated risk against given criteria to determine the significance of the risk (SANS 10366: Health and Safety at Events).

4.8 Safety
The state of being safe, free from danger or risks and the prevention of physical harm.

4.9 Safety officer
A suitably qualified and experienced person appointed in writing by the event organiser to manage, ensure legal compliance, record and monitor all activities relating to the safety of the event from start to finish.

4. 10 Standing events coordinating committees
An NWU campus management group that is established to evaluate and classify all event applications and to oversee that the event organiser complies with all applicable legislation and standards.

4.11 Security officer
A person with a minimum qualification of Grade C according to the relevant national qualification authority.

4.12 Service provider
A third-party entity (company/body/organisation) that provides products/services relating to an event.

4.13 Temporary structure
Structures usually found at events, including, but not limited to, a stage, set, barrier, fencing, tent and marquee, seating, lighting and special effect tower, platform and mast, video screen, TV platform and crane jib, dance platform, loudspeaker stack, signage and advertising boarding, that are erected for an event and do not form part of the permanent structure of a venue.

4.14 Venue
Any area or place where an event is to be hosted, which may consist of seating for spectators, attendees or an audience and a field of play or a permanent or temporary podium or another recreational area, which has a safe capacity for a seated or standing spectator (or both) audience or event attendance of at least 2 000 persons at any one time, as certified by a local authority.

4.15 Venue owner/site owner
Not limited to any person who now, or who will in the future, directly or indirectly owns, leases or rents, or who now, or will in the future, acquires or exercises (or both) the powers of an owner or occupier of a venue used for sporting or recreational events.

4.16 Venue operations centre (VOC)

A temporary or permanent facility located inside a venue that houses an on-site operational control centre from where the entire health and safety operation is coordinated and where the various services in attendance will be represented. Note: The service providers include, but are not limited to, the national police services, venue security management, venue management, the event organiser or representatives, emergency services (fire and medical) and other relevant municipal services.

5 Applicable legislations

- Foodstuffs, Cosmetics and Disinfectants Act, 54 of 1972, as amended (HACCP)
- Labour Relations Act, 66 of 1995
- National Building Regulations and Building Standards Act, 103 of 1977
- National Environmental Management Act, 107 of 1998
- National Health Act, 61 of 2003
- National Water Act, 36 of 1998
- Occupational Health and Safety Act, 85 of 1993 and Regulations
- Safety at Sports and Recreational Events Act, 2 of 2010, as amended 2015 (SASREA)
- Safety at Sports and Recreational Regulations, 2017
- SANS 10085-1: 2004, The Design, Erection, Use and Inspection of Access Scaffolding – Part 1: Steel Access Scaffolding
- SANS 10087: Parts 1–3, The Handling, Storage, Distribution and Maintenance of Liquefied Petroleum Gas in Domestic, Commercial, and Industrial Installations
- SANS 10131: Above-ground Storage Tanks for Petroleum Products
- SANS 10139: Fire Detection and Alarm Systems for Buildings – System Design, Installation and Servicing
- SANS 10142-1: The Wiring of Premises – Part 1: Low Voltage Installations
- SANS 10400 (SABS 0400): The Application of the National Building Regulations
- SANS 10400-T: Fire Protection
- SANS 10400-S: The Application of the National Building Regulations – Part S: Facilities for Persons with Disabilities
- SANS 1169: Temporary Stands
- SANS 1186: Symbolic Safety Signs – Parts 1 to 5: Standard Signs and General Requirements
- SANS 1475-1; The Production of Re-conditioned Firefighting Equipment – Part 1: Portable and Wheeled (Mobile) Rechargeable Fire Extinguishers
- SANS 1475-2: The Production of Re-conditioned Firefighting Equipment – Part 2: Fire Hose Reels and Above-Ground Hydrants
- SANS 1910: Portable Refillable Fire Extinguishers
- SANS 50361-5/EN 361-5: Personal Protective Equipment Against Falls From a Height – Full Body Harnesses
- Tobacco Products Control Act, 83 of 1993
- National Environmental Management: Waste Act, 59 of 2008

6 Standing events coordinating committees

6.1 The relevant campus deputy vice-chancellor may establish and maintain a standing events coordinating committee (SECC) from the relevant support services departments (in other words, campus chief director, Student Life, Protection Services, Facilities, Residence and Catering Service, Corporate Relations and Marketing, SHE, relevant emergency medical and/or fire services providers and other technical or co-opted members as needed).

6.2 The SECC will be chaired and managed by the relevant campus chief director as and when needed, especially for all SASREA events and medium- to high-risk events.

6.3 The purpose of the SECC and support departments is to:

6.3.1 Advise and support the relevant campus deputy vice-chancellor, and/or their designate, as well as the event organiser(s), in relation to an event or events of the NWU.

6.3.2 Ensure adherence to statutory and regulatory requirements in relation to approved events of the NWU.

6.3.3 Ensure effective and coordinated planning for, and of, events at the NWU.

6.3.4 Ensure effective and coordinated implementation and execution of approved event plans.

6.3.5 Identify and include relevant internal stakeholders, if and to the extent that, an approved event may require.

6.3.6 Coordinate and collaborate with relevant internal and external service providers and/or stakeholders, if and to the extent that, an approved event may require.

7 Event approval process (please see Annexure C: Process flow)

7.1 Event line management approval

For coordination and to ensure that key internal stakeholders are informed, event applications must first be approved by the relevant executive line manager. The event organiser must complete the events application form (Annexure A) and submit it for approval to their relevant line manager. An event proposal must be attached to the application form and must contain the following information (for Student Life events the project plan in use must be attached):

- Purpose of the event and desired outcomes
- Proposed keynote speaker(s)
- Stakeholder groups to be invited
- Proposed date and venue
- Expected number of attendees
- Venue(s) where the event will be held
- Event organiser
- Confirmation that sufficient budget is available to organise the event and that financial feasibility study was conducted
- Preliminary programme
- A list of sponsors supporting the event, if any/if applicable

- Student Life: Residence – project plan as approved by the campus director for Student Life

7.1.1 The completed events application form must be submitted at least eight weeks prior to the event to the office of the relevant campus chief director.
Note: Special events (launches, signing ceremonies, public lectures, industry engagements, farewell events and conferences) arranged by NWU Corporate Relations and Marketing or any other NWU unit that are not classified as SASREA events must submit the events application form at least 21 days prior to the event to the office of the relevant campus chief director.

7.1.2 The event risk categorisation application in terms of the Safety at Sports and Recreational Events Act (Annexure B) must also be completed and submitted with the events application form for the following events:
7.1.2.1 Invitation of high-profile dignitaries
7.1.2.2 Rag/bashes or similar events
7.1.2.3 International, national, provincial or Varsity Sport events
7.1.2.4 NWU open days/science expos
7.1.2.5 Church events with external stakeholders
7.1.2.6 Arts festivals
7.1.2.7 Events with external artists and DJs
7.1.2.8 Cycling, running, driving, racing or similar events

7.2 Campus evaluation, feedback and approval

After the event has been approved by the relevant academic or support line manager/relevant executive line manager and the provisional venue has been booked, the next step is to submit the required documentation and forms as stipulated under 6.1 to the relevant campus chief director's office.

NWU units (faculties/schools/departments/units/divisions)	
Office of the campus chief director for the Mahikeng Campus Jim Molautsi	
Office of the campus chief director for the Potchefstroom Campus Dr Corrie Rheeder	
Office of the campus chief director for the Vanderbijlpark Campus Andiswa Msi	

The office of the CCD will liaise with the relevant campus SECC or relevant support services to classify the event and thereafter provide feedback to the event organiser in terms of requirements, processes to follow and event risk classification.

7.3 Possible outcome after submission and evaluation

7.3.1 Not approved with reason (example: NWU no events period, submission too late, or conflicting events).

7.3.2 Approved, SASREA not applicable. Event organiser must compile and submit required documents and approvals to SECC (and can possibly include a presentation to SECC). Documents can include a detailed project plan, event risk assessment (that addresses safety, health, security, environmental aspects, etc.), certificates of acceptability, venue grading certificates and emergency plans.

7.3.3 Approved, SASREA applicable. Event organiser must compile and submit required documents and approvals to SAPS and SECC (and can possibly include a presentation to SECC). Documents can include a detailed project plan, event safety plan, event risk assessment, security plan, waste management procedure, medical emergency service plan, event risk assessment, venue grading certificate (that addresses safety, health, security, environmental aspects, etc).

Note: Formal meetings with the event organisers and all stakeholders must be convened within 14 days of receiving a request to discuss the event management requirements and aspects for all SASREA events. Follow-up meetings must be convened by the respective campus CCDs to verify compliance and to finally approve the event.

8 General guidelines

8.1 Setting the date and time of the event

The date and time of the event must be identified as early as possible, at least 12 weeks before the event takes place. Events involving students must comply with Annexure D: Rules and procedures for no-events periods (Annexure D) The nature of the event must be considered during this stage. In some instances, a date might be set a year in advance. Before setting the date and time, check that it does not clash with an important event on the official NWU calendar, and check the availability of the following:

- Event host
- Guest speaker
- Venue

8.2 Planning the event

8.2.1 Establishing an organising committee

Establish an organising committee as soon as possible, consisting of people who will assist to organise the event. During the first meeting, focus on the following:

- Purpose of the event.
- Discussing and agreeing on the outline of the event.
- Discussing and explaining expectations and responsibilities for each member on the organising team.
- Completing the application to host an event (Annexure A), and assessing the applicability of:
    - The size and nature of event and applicability of SASREA

    - Completing an application and event proposal
- The events organiser can use checklist F and G to ensure all matters are addressed in terms of general event arrangements.
- In terms of ensuring event safety management, the event organiser and safety officer must use Annexure H and I to ensure all relevant and applicable event safety matters have been planned, addressed and implemented. The office of the CCD and the event safety officer will also use these checklists to assess and verify compliance.
- Note: Each event is unique and therefore the checklist should be adapted to suit the event.

8.3 Invitation

The content of the invitation must include the following information:

- Name of the host
- Date and time
- Venue and location
- RSVP due date
- How to RSVP
- Dietary requirements
- Directions to the venue (GPS coordinates)
- Parking information
- Dress code

A save-the-date notice should be considered and, where possible, it should be sent out at least three months before the event. Invitations should be sent out to guests at least six to eight weeks before the event. The nature of the event will also determine when the invitation should be sent out. A reminder to guests who have accepted can be sent out three days prior to the event. The invitation should be branded in accordance with the NWU Corporate Identity Manual (CID). Contact the brand specialist at the Department of Marketing and Student Recruitment to assist with this task.

8.3.1 Invitation to dignitaries and high-ranking public officials

Refer to Annexure E: Protocols to be followed when inviting dignitaries and political parties (Annexure E)

There are stakeholder expectations and protocols that need to be addressed and adhered to whenever dignitaries and high-ranking officials are hosted. Some of these stakeholders insist on certain strict protocols that the NWU needs to respect. The principle underlying any such event is that the vice-chancellor is to be regarded as the host of all events at the NWU involving the dignitaries mentioned in paragraph 3.1.

Therefore, the following work-process flow must be followed in all instances where the above-mentioned individuals would be invited to an event organised by any staff member or student:

- The intention to invite any high-ranking officials should first be made known to the line manager of a staff member (or to the chairperson of the SCC in the case of students) who wishes to invite such a dignitary.
- The line manager or SCC chairperson must ensure that all relevant approvals are obtained up to senior management level, in other words, executive dean, chief director or director level.
- The senior manager (referred to in the second bullet above) must ensure approval by the relevant UMC member who, in turn, motivates the invitation to the vice-chancellor for approval.
- On approval and sign-off by the vice-chancellor, a working team is established within the ranks of the entity hosting the event, comprising at least the following representatives from the initiating entity: Protection Services, Corporate Relations and Marketing, Maintenance Services, Residence and Catering Services, SHE and the CCD office. The working team must also ensure liaison with all other NWU departments who would need to be involved in the successful hosting of the dignitary.
- Note: The outgoing invitation must be issued by the vice-chancellor.
- In the event that a high-ranking official requests to be hosted by the NWU, the vice-chancellor usually receives such requests, and he has the discretion to delegate to relevant portfolio senior managers for arrangements/facilitation. Whenever this is the case, the delegated senior manager must prepare the relevant documentation for the visit and keep the vice-chancellor updated throughout.
- In instances when political parties or political functionaries are invited to address NWU employees or students, the completed form must be handed in at the office of the CCD involved. The relevant CCD should ensure it is submitted to the registrar who, in consultation with the vice-chancellor, will liaise with the relevant campus DVC and CCD in order to finalise the organising of the event.

8.4 Event programme

When drafting the programme, consider the following:

- Draft the programme at least three weeks before the event. Each event is unique. The nature of the event will inform the best time to draft the programme.
- Drafting the programme should be in alignment with the objectives of the event.
- Identify the programme director.
- Determine the number of the speakers and in what order they will be speaking.
- Protocol dictates that the most senior person should speak last, for example, the president, ministers, the vice-chancellor and MECs.
- Allocate time for all the items on the programme (speakers, meals and entertainment).
- Get audiovisual requirements from speakers.

8.5 Briefing material

It is best practice to give briefing material to the event host and functionaries at least three days before the event. These should include:

- Background and objectives of the event
- Programme outlining time allocated for each speaker
- Guest list to remind the hosts and speakers of names and titles of guests

- Date, time and location of event
- Indication if the media will be present
- Parking information
- Any other information that will be helpful

8.6 Protocol during events

If dignitaries and high-ranking public officials will be attending the event, the following protocols should be observed**:**

- The most senior person from the university present at the event must meet and greet the dignitary at the parking area to accompany the guests of honour to the holding room (if applicable) to welcome and brief them about the programme. At the appropriate time, they can move to the event venue.
- The dignitary must be accompanied by the most senior person from the university at all times.

8.7 Evaluate and plan for the future

Two days after the event, send a thank you note to the speaker(s). Also convene a debriefing meeting with the organising committee as soon as possible. If applicable, another important action is to compile and distribute a survey to people who attended the event in order to improve on the quality of events hosted by the university. The survey should focus on evaluating the most important aspects of the event, including:

- Determining if the purpose of the event was achieved
- If speakers delivered the relevant content
- If the length of the event was adequate
- Feedback regarding food served during the event
- Comments on how to enhance the quality of NWU events

8.8 Engagement with stakeholders

If the intention of the event was to engage with a specific target audience regarding a specific topic, the prescriptions of the approved Stakeholder Engagement Framework must be followed, and feedback must be supplied according to the relevant template in Annexure J.

9 Responsibilities

9.1 Event organiser

- Based on the recommendation of the SECC, appoint a safety officer with whom to consult on the different phases of the event management to formulate a plan to implement a health and safety plan.
- Appoint a competent person to be responsible for health and safety at the event.
- Conduct a risk assessment for the planned event at the proposed venue. The purpose of such a risk assessment is to identify potential hazards, assess the risk that might arise from those hazards, and decide on suitable measures to eliminate, mitigate or manage the risk and its effects on workers for the full duration of the event.

- Liaise with the venue and the service providers and determine the levels of service needed.
- Establish, document, implement and maintain a health and safety management system and continually improve its effectiveness.
- The health and safety of attendees must become an integral part of the planning, management process and general culture of the event organiser.
- Maintain a safety file for the event and provide information, instruction and training to persons working at the event.
- Ensure the OHS Section 37.2 agreements regarding contracting organisations are in place.
- Ensure that the health and safety of the workers during the event are monitored and effective training and supervision have been provided to ensure safety at the event.
- The event organiser must establish a risk assessment plan in the planning phase. The event organiser must conduct a preliminary risk assessment and plan for the management of possible hazards in order to reduce or eliminate risks.
- To assess the risks associated with staging an event, the event organiser must:
    - Identify the hazards associated with activities contributing to the event, where the activities are carried out and how the activities are to be undertaken.
    - Identify people who might be harmed and how they might be harmed.
    - Identify existing controls (for example, regarding the venue design or safety controls.
    - Evaluate the risks.
    - Decide what further actions/controls might be required.
- The event organiser must record the risk assessment, ensure all parties involved are informed and that controls are implemented and monitored.

10 Involvement of support departments

To ensure that events are successfully organised and maximised to profile the university, the various support departments should be contacted, including:

10.1 Corporate Communications

Louis Jacobs – Director: Corporate Communications, louis.jacobs@nwu.ac.za

Services:

- Support and advice on different aspects of events planning and execution
- Protocol matters
- Pre-, during and post-event communication (publicity, media relations, photography/videography)

10.2 Marketing and Student Recruitment

Jean Stidworthy – Director: Marketing and Student Recruitment (MSR), jean.stidworthy@nwu.ac.za

Services:

- Graphic design services, design-ontwerp@nwu.ac.za

- Social media (Sinki Mlambo, Manager: NWU Brand and Digital Media, sinki.mlambo@nwu.ac.za)
- Activations and sponsorships

Activations and sponsorships
All activations and sponsorships aim to create awareness of the NWU brand and facilitate a unique student life experience for prospective students.

The goal is to enhance the reputation of the NWU, engage target audiences, increase brand visibility and support community initiatives. The following is important to note:

- The organisation of open days with the purpose of marketing the NWU or recruiting students must be arranged and coordinated in collaboration with MSR.
- Any individual or school group visit to the campus with the intent of marketing the NWU or recruiting students must be arranged and coordinated in collaboration with MSR.
- All sponsorships solicited with the intent of marketing or recruiting students to the NWU must adhere to the relevant NWU policies and be approved by the director of MSR.

Roles and responsibilities and contacts on campuses

Activations and sponsorships: manager

- Jabu Sithole – manager, Jabu.Sithole@nwu.ac.za – Vanderbijlpark – A1 GO1

Campus tours: individuals and groups

Vanderbijlpark

- Naledi Lehutso – junior marketer, Naledi.lehutso@nwu.ac.za – A1 GO1 (individuals and groups)

Potchefstroom

- Pulane Choane – junior digital marketer, Pulane.Choane@nwu.ac.za – F21, G04 (individuals and groups)
- Ingemari Viviers – junior digital marketer, Ingemari.Viviers@nwu.ac.za – F21, G04 (individuals and groups)

Mahikeng

- Thuso Molefi – junior marketer, Thuso.Molefi@nwu.ac.za – A1, 131D (branding and events)

Mascots – email: mascots@nwu.ac.za

- Branding and marketing material

Requisition guidelines for acquiring NWU branding material
To ensure proper use and handling of NWU branding materials, please follow the procedures outlined below:

1. **Requisition timeline**

All requests for branding material must be submitted at least two weeks prior to the event.

2. **Collection and inspection**
Branding materials will be available for collection and inspection one day before the event.

3. **Return of branding materials**
All branding materials should be returned either on the day of the event or the following day. Prompt return is essential for proper inventory management.

4. **Post-return inspection**
An inspection of the branding materials will take place on the day they are returned to verify their condition.

Important notice
The **department/division** that requests the branding material will be **held liable** for any repairs required due to damage identified after the materials are returned.

5. **Collection and return contact**
Branding materials are to be collected from and returned to:

- Hilda Nyelele – clerk, Hilda.Nyelele@nwu.ac.za – F21, G04 (Potchefstroom Campus)
- Thuso Molefi – junior marketer, Thuso.Molefi@nwu.ac.za – A1, 131D (Mahikeng Campus)
- Naledi Lehutso – junior marketer, Naledi.lehutso@nwu.ac.za – A1, GO1 (Vanderbijlpark Campus)

10.3 **NWU Protection Service**
The role of Protection Services will be to:
10.3.1 Assist with ad-hoc duties as Event Safety Officers by duly trained and competent staff.
10.3.2 Advice and guidance during the event application process and conduct an issue-based security risk assessment for the event.
10.3.3 Guidance in terms of security recommendations and services required during the event.
10.3.4 Drafting of Safety, Security, Evacuation and parking plans for NWU hosted SASREA Events on campuses or at other identified external venues.
10.3.5 Guidance in terms of event safety and security requirements by Event Safety Officer during an event.
10.3.6 Drafting of event floorplans for SASREA events.
10.3.7 Coordination with internal and external stakeholders to ensure event compliance.
10.3.8 Ensure implementation of safety, security, evacuation and parking plans during events