SOP Template: Event Reminder Setup and Notification Process

This SOP details the **event reminder setup and notification process**, covering steps for scheduling events, configuring reminder intervals, selecting notification channels, managing recipient lists, and ensuring timely and accurate delivery of reminders. The goal is to enhance event participation and prevent missed appointments through systematic reminder management and effective communication strategies.

1. Scope

This procedure applies to all departments coordinating events that require participant notification and reminders.

2. Responsibilities

- **Event Coordinator:** Initiates and maintains reminder schedules, manages recipient lists, and monitors communication.
- **IT/Communications Team:** Assists with setup and troubleshooting of reminder systems or software.
- **Participants:** Ensure contact information is up-to-date.

3. Procedure

1. **Schedule the Event**
   - Log in to the event management or calendaring system.
   - Enter event details: title, date, time, description, and location.
   - Set event visibility (public/private) as necessary.

2. **Configure Reminder Intervals**
   - Determine suitable intervals for event reminders (e.g., 1 week, 1 day, 1 hour prior).
   - Program reminders into the system at chosen intervals.

3. **Select Notification Channels**
   - Choose appropriate channels based on audience (e.g., email, SMS, mobile app push notifications, calendar invites).
   - Configure message templates for each channel, including event details and contact info for inquiries.

4. **Manage Recipient Lists**
   - Import or input a list of participants with verified contact details.
   - Review and cleanse the list for accuracy and completeness.
   - Update lists as needed for late registrations or cancellations.

5. **Send and Monitor Reminders**
   - Trigger reminders as scheduled via selected channels.
   - Monitor delivery reports and address any failed deliveries promptly.
   - Have a process in place for recipients to report non-receipt.

6. **Post-Event Review**
   - Gather feedback on reminder effectiveness and methods.
   - Analyze participation and missed appointments data.
   - Update SOP based on lessons learned.

4. Notification Channels Overview

Channel	Use Case	Advantages	Limitations
Email	Detailed reminders, attachments, wide distribution	Reliable, can be automated, archivable	May go to spam, not always checked promptly
SMS	Quick reminders, last-minute updates	Immediate visibility, high open rates	Limited space, opt-in required, possible costs
Push Notification	App users, mobile audiences	Customizable, instant, trackable	User must have app & notifications enabled

| Calendar Invite | Professional meetings, integrated reminders | Auto-reminders, easy to RSVP | Depends on calendar usage |

5. Quality Assurance

- Verify test reminders reach a sample list before full distribution.
- Ensure opt-out options are clear and honored as required.
- Document all issues and resolutions for process improvement.

6. Record Keeping

- Retain copies of all recipient lists, reminder schedules, and delivery reports for auditing.
- Store feedback and participation reports for reference.

7. Revision History

Date	Version	Description	Author
2024-06-12	1.0	Initial draft	[Your Name]