

# SOP Template: Event Proposal Submission and Approval Process

This SOP details the **event proposal submission and approval process**, including guidelines for preparing comprehensive event proposals, submission protocols, criteria for evaluation, roles and responsibilities of approvers, timelines for review and feedback, communication channels for status updates, and final approval or rejection procedures. The objective is to ensure a standardized, transparent, and efficient process for evaluating and approving event proposals to support successful event planning and execution.

## 1. Purpose

To standardize the process for submitting and approving event proposals, ensuring transparency, consistency, and efficiency in event planning and execution.

## 2. Scope

This SOP applies to all staff, organizers, and stakeholders involved in proposing, reviewing, and approving events within the organization.

## 3. Definitions

- **Event Proposal:** A formal document detailing the objectives, logistics, budget, and expected outcomes of a proposed event.
- **Approvers:** Individuals or committees authorized to review and approve event proposals.

## 4. Roles and Responsibilities

Role	Responsibility
Event Organizer	Prepare and submit event proposal, respond to feedback, implement approved event plans.
Event Coordinator	Advise on proposal completion, ensure submission meets guidelines.
Approvers/Reviewers	Assess proposals per evaluation criteria, provide feedback, and make approval or rejection decisions.
Administrative Support	Track submissions, status updates, and maintain records.

## 5. Process Overview

1. **Preparation:** Organizer prepares the proposal using the Event Proposal Template (see Appendix A).
2. **Submission:** Submit the completed proposal through the designated channel (e.g., email, portal, or shared drive).
3. **Acknowledgement:** Administrative Support confirms receipt within one (1) business day.
4. **Review:** Approvers review the proposal using standard evaluation criteria ([Section 6](#)).
5. **Feedback:** Approvers provide feedback or request additional information within five (5) business days.
6. **Revision (if required):** Organizer revises and resubmits within three (3) business days.
7. **Final Decision:** Approvers communicate approval or rejection within two (2) business days after final submission.
8. **Communication:** Status updates and final decisions are communicated via official email or designated communication platform.

## 6. Criteria for Evaluation

- Alignment with organizational objectives and strategy.
- Clarity of event goals and expected outcomes.
- Feasibility of date, venue, and resources.
- Budget completeness and cost-effectiveness.
- Risk assessment and mitigation strategies.
- Stakeholder impact and engagement plan.
- Evaluation and measurement of success.

## 7. Communication Channels

- Primary: Official email/account used for all communications and attachments.
- Alternate: Internal messaging platforms or event management portals as specified.

## 8. Timelines

Step	Responsible	Timeline
Proposal Submission	Organizer	As needed
Receipt Acknowledgement	Admin Support	Within 1 business day
Initial Review & Feedback	Approvers	Within 5 business days
Revision & Resubmission	Organizer	Within 3 business days
Final Approval/Rejection	Approvers	Within 2 business days

## 9. Final Approval or Rejection Procedure

- Approvers document the final decision with rationale.
- If approved, the organizer is notified to proceed with event planning.
- If rejected, organizer receives rationale and may request reconsideration or submit a new proposal.
- All decisions are archived for record-keeping and audit purposes.

## Appendix A: Event Proposal Template

- Event Title
- Organizer Name/Department
- Date and Location
- Event Objectives
- Target Audience
- Event Description and Agenda
- Budget Breakdown
- Resource Requirements
- Risk Assessment
- Evaluation Metrics
- Approvals