

SOP Template: Communication and Publicity

Procedures for Events

This SOP defines **communication and publicity procedures for events**, detailing strategies for effective information dissemination, media coordination, social media promotion, stakeholder engagement, press releases, event branding, and audience targeting. It aims to ensure clear, consistent messaging and maximize event visibility and attendance through coordinated communication efforts before, during, and after an event.

1. Purpose

To establish standardized procedures for communicating and publicizing events to internal and external audiences, ensuring clarity, consistency, and maximum impact across all channels.

2. Scope

Applies to all departments and personnel involved in organizing, promoting, or supporting events.

3. Roles and Responsibilities

- **Event Coordinator:** Oversees implementation of communication plan, ensures timelines are met.
- **Communications Team:** Develops and disseminates marketing materials, press releases, and manages social media.
- **Media Relations Officer:** Acts as point of contact for media, coordinates interviews, and manages press engagement.
- **Design Team:** Handles event branding, graphic design, and promotional collateral.
- **IT/Social Media Manager:** Executes online campaigns and maintains digital presence.
- **Stakeholder Liaison:** Engages partners, sponsors, and key stakeholders regarding event updates and opportunities.

4. Procedures

4.1 Pre-Event Communication

1. Define target audience segments and key messages.
2. Develop a communication plan and timeline, outlining publicity channels and responsibilities.
3. Design event branding assets (logo, banners, digital images).
4. Draft and distribute initial save-the-date announcements to stakeholders and media.
5. Prepare and schedule press releases and media advisories.
6. Develop social media calendar and content (posts, stories, ads).
7. Coordinate directly with sponsors and partners for joint promotions.

4.2 Media Coordination

1. Compile media list relevant to the event's focus and audience.
2. Send personalized invitations to select media contacts.
3. Arrange pre-event interviews, press kits, and background info for journalists.
4. Monitor media responses and confirm attendance.

4.3 Social Media Promotion

1. Roll out teaser campaigns to build anticipation ahead of the event.
2. Utilize paid promotions to boost reach among targeted demographics.
3. Engage followers with interactive content (polls, Q&A, user-generated content).
4. Track engagement metrics and adjust tactics as needed.

4.4 Stakeholder Engagement

1. Send formal invitations and event information to stakeholders, partners, and sponsors.
2. Offer co-branding or speaking opportunities, as appropriate.
3. Maintain regular updates and information sharing up to the event date.

4.5 Event Day Communication

1. Live coverage via social media (updates, photos, livestreams).
2. Coordination of spokesperson(s) for media interviews.
3. Disseminate real-time updates to registered attendees as needed.

4.6 Post-Event Publicity

1. Issue post-event press release/highlights to media and stakeholders.
2. Share event photos/videos and recap content on all communication channels.
3. Collect feedback from attendees, partners, and media representatives.
4. Compile media coverage reports and analyze communication outcomes.

5. Documentation and Records

- Maintain archive of all press releases, social media posts, and correspondence.
- Document feedback and lessons learned for future event planning.
- Store media coverage and analytics reports securely.

6. Review and Improvement

This SOP shall be reviewed after each major event or annually to identify opportunities for enhanced communication and publicity effectiveness.

7. References

- Company/Event Communication Policy
- Branding Guidelines
- Data Protection and Media Consent Protocols

8. Approval and Revision

Version	Date	Author	Approved By	Remarks
1.0	2024-06-15	Communication Manager	Director of Marketing	Initial release