

Standard Operating Procedure (SOP): Event Concept Development and Approval Process

This SOP details the **event concept development and approval process**, encompassing the stages of initial idea generation, feasibility assessment, stakeholder consultation, concept refinement, budget estimation, and final approval. The procedure ensures that event concepts align with organizational goals, meet budgetary and logistical requirements, and receive timely authorization from relevant decision-makers to facilitate successful event planning and execution.

1. Purpose

To establish a standardized process for developing, evaluating, and approving event concepts, ensuring events are strategically aligned, feasible, and authorized promptly.

2. Scope

This SOP applies to all employees and departments involved in proposing and planning organizational events.

3. Definitions

Term	Definition
Event Concept	The initial idea or theme for a proposed event, including objectives and intended outcomes.
Stakeholder	Individuals, groups, or departments with a vested interest in the proposed event.
Approval Authority	Person(s) authorized to give final clearance for an event concept.

4. Responsibilities

- **Event Proposer:** Initiates the process and drafts the initial concept.
- **Project Lead/Event Manager:** Facilitates assessments and communications.
- **Stakeholders:** Provide feedback and input.
- **Finance/Budget Team:** Conducts budget assessments.
- **Approval Authority:** Reviews and approves/rejects event concepts.

5. Procedure

1. **Idea Generation**
 - Staff or stakeholders propose event concepts using the Event Concept Proposal Form.
2. **Feasibility Assessment**
 - Project Lead evaluates concept against organizational objectives, resources, and preliminary logistics.
3. **Stakeholder Consultation**
 - Present concept to relevant stakeholders for feedback and input.
 - Document feedback and potential concerns.
4. **Concept Refinement**
 - Revise concept based on stakeholder feedback and feasibility findings.
5. **Budget Estimation**
 - Finance team prepares a preliminary budget estimation.
 - Assess alignment with available financial resources.
6. **Final Approval Submission**
 - Submit finalized concept and budget to the Approval Authority.
 - Approval Authority reviews and issues final decision.
7. **Documentation & Communication**
 - Document decision, communicate outcome to proposer, and proceed to detailed event planning if approved.

6. Documentation

- Event Concept Proposal Form
- Feasibility Assessment Checklist
- Stakeholder Feedback Log

- Preliminary Budget Estimation Sheet
- Approval/Rejection Notice

7. Revision History

Date	Version	Description
2024-06-15	1.0	Initial draft