

## Special Events Protocol

Procedure #: CAO.3-02-001

Policy #: CAO.3-02

Topic: General

Applies to: All Commissions and Departments

### Purpose

This Procedure supports Special Events Protocol Policy CAO.3-02. It outlines the responsibilities of the Mayor, Members of Council and employees for Special Events.

### Procedure

#### Employee Responsibilities

##### Official openings and celebratory events

##### 1. Kick-off Meeting

- a. The lead department will initiate and schedule a kick off meeting. The annual event schedule will be reviewed by all departments and used to determine when a kick off meeting is necessary.

Note: the compilation of the annual event schedule is coordinated by Recreation and Culture and Legislative Services Departments and updated regularly by ALL Departments and Commissions.

- b. The lead department will invite representatives from the Mayor's Office, the lead department, Corporate Communications, Recreation and Culture (as appropriate) and any other Town Department (as appropriate) and any partner organizations or government agencies to the kick-off meeting that have an official role in the event.

##### 2. During the kick-off meeting:

- a. Decisions will be made on the date, time and location of event, budget, invitees, speakers, sponsor role, logistics/set-up (podium, sound equipment, seating, etc.), photography, event agenda, and any other event details as appropriate, employee roles and responsibilities will be confirmed and a list of invitees will be developed.

Note: the lead department will be responsible for the budget and payment of all invoices related to the event.

3. Following the kick-off meeting:
  - a. Invite List:
    - i. The lead department will circulate the invite list for review and sign off from the Mayor's Office, CAO, lead Director and Commissioner. (This will be similar to the process used for media releases)
    - ii. All requests for the Mayor's attendance at, or participation in, corporate or community functions or events, must be submitted in writing to the Mayor's Office. If the Mayor is not able to attend another Member of Council may be asked to attend at the Mayor's discretion.  
For corporate events organized by the Town or in partnership with the Town, all Members of Council will be invited to attend.  
If the Mayor and Council are invited to attend the event, the lead department will liaise with the Mayor's office to confirm the Mayor and Council's (Mayor's Office will liaise with Council to establish date and time) availability prior to the event date being finalized. It is recommended to also check the events calendar and Legislative Services to ensure the event does not conflict with other Town events or public meetings.
  - b. Once the event date is confirmed, the lead department will send an outlook invitation to Council, participating staff and partner organizations. If formal invitations (print or electronic) are required, corporate communications will assist in the design and preparation of the invites.
  - c. If other levels of government (MP, MPP, Regional Chair Person or other dignitaries) are to be invited to an event, the Mayor's Office will be responsible for sending these invitations.
4. Agenda:
  - a. The event agenda will be prepared by the lead department (with assistance from Corporate Communications) and signed off by the Mayor's Office and Corporate Communications.
  - b. The agenda shall be provided a minimum of 5 days in advance of the event.
5. Speaking Notes:
  - a. If speaking notes are required for the Mayor or designated Council member, Corporate Communications will prepare the notes in collaboration with the lead department. During formal speeches, it is recommended that recognition and thanks to staff be acknowledged departmentally rather than individually.
6. Media Invites:
  - a. If there is a media component to the event Corporate Communications will:
    - i. Be responsible for all media relations including inviting the media, coordinating interviews and responding to media inquiries.
    - ii. Coordinate all photo opportunities and prepare a shot list in advance for formal media photo opportunities.