



INTERNATIONAL ISLAMIC  
UNIVERSITY MALAYSIA

VERSION NO : 06

REVISION NO : 00

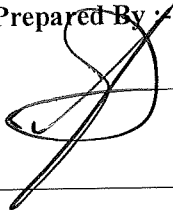
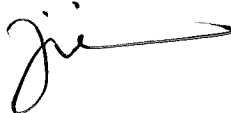
DOCUMENT TITLE: EVENT MANAGEMENT


EFFECTIVE DATE : 02/01/2019


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# EVENT MANAGEMENT

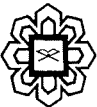
| Prepared By   | Approved By :-  |
|---|---|
|                      |  |
| Name : Abdul Latif bin Abdul Rahman   | Name : Dr. Harmi Taazim Mohamad   |
| Position : Senior Assistant Director<br>Event and Protocol Unit,<br>Gallery, Event and Protocol Section | Position : Director<br>Office for Communication, Advocacy<br>and Promotion            |
| Date : 2/01/2019  | Date : 2/01/2019  |

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| <p><b>1. OBJECTIVE</b></p> <p>The purpose of this document is to ensure that the event management is handled and managed efficiently to meet customer's satisfaction.</p>   |   |
| <p><b>2. SCOPE</b></p> <p>The procedure covers the following activities:</p> <p>2,1 ) Handling University event for :</p> <ol style="list-style-type: none"> <li>1. Iftar</li> <li>2. Shawwal Gathering</li> <li>3. Launching of Merdeka Month Celebration</li> <li>4. Al Liqa Al Jamaies</li> </ol> <p>2.2 ) Assist on event management for K/C/D/I/O and external</p> |   |
| <p><b>3. DEFINITION/ABBREVIATION</b></p>  |   |
| 3.1   | DMR : Deputy Management Representative                  |
| 3.2   | AO : Administration Officer                             |
| 3.3   | SAA : Senior Administrative Assistant                   |
| 3.4   | AA : Administrative Assistant                           |
| 3.5   | OCAP : Office for Communication, Advocacy and Promotion |
| 3.6   | K/C/D/I : Kulliyah / Centre / Division / Institute      |
| <p><b>4. REFERENCES</b></p> <ol style="list-style-type: none"> <li>1. IIUM Event Management Guidelines (e-book)</li> <li>2. Malaysian Protocol</li> </ol>   |   |

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**5. RESPONSIBILITY AND DETAILED PROCEDURE**

| <b>RESPONSIBILITY</b>   | <b>DETAILED PROCEDURE</b>   | <b>RISKS</b>   |
|-------------------------|---|--|
|                         | <b>5.1 <u>ASSIST ON EVENT MANAGEMENT FOR K/C/D/I/O AND EXTERNAL</u></b>   |  |
| DMR / D / AO / SAA / AA | 5.1.1 Receive information on event to be organized or request from external agencies.   |  |
| DMR / AO                | 5.1.2 Involve in coordination meeting (if any)  |  |
| AO / SAA / AA           | 5.1.3 Advise the organiser on the following:<br>1) Invitation (VIP from IIUM only)<br>2) Reception<br>3) Protocol (seating arrangement and salutation for VIP)<br>4) Others | Receive complaint (Management / staff / end user) - customer not happy |
| DMR / D / AO / SAA / AA | 5.1.4 Participate in the dry run or rehearsal. (if any)   |  |
| AA                      | 5.1.5 Record all documents in the relevant files.   |  |

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**5. RESPONSIBILITY AND DETAILED PROCEDURE**

| <b>RESPONSIBILITY</b> | <b>DETAILED PROCEDURE</b>   | <b>RISKS</b>   |
|-----------------------|---|--|
|                       | <b>5.2. <u>HANDLING UNIVERSITY EVENTS FOR :</u></b><br><b>1. Iftar</b><br><b>2. Shawwal Gathering</b><br><b>3. Launching of Merdeka Month Celebration</b><br><b>4. Al Liqa Al Jamaies</b> |  |
| D / AO                | 5.2.1. Call for Event Meeting   |  |
| AO                    | 5.2.2. Prepare working paper event.   |  |
| AO                    | 5.2.3. Prepare administrative program.  |  |
| DMR                   | 5.2.4. Identify and proposed Guest of Honor to the University authority.  |  |
| AA                    | 5.2.5. Send out invitations to the guest.   | Running of the event (opening / closing / etc.) failed |
| AA                    | 5.2.6. Follow up on the RSVP and prepare a master list of the attendance.   |  |
| AO                    | 5.2.7. Conduct briefing for sub Committee Members (Iftar & Shawwal Gathering only)  |  |
| DMR / AO / SAA / AA   | 5.2.8. Conduct dry run or rehearsal.  |  |
| AO / SAA / AA         | 5.2.9. Prepare seating arrangement for VIP and salutation for the Master of Ceremony  |  |
| DMR / AO              | 5.2.10. Call for a post-mortem meeting (if necessary)   |  |
| AA                    | 5.2.11. Record all documents in the relevant files.   |  |



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**6. QUALITY RECORDS**

| <b>NO</b> | <b>RECORDS</b>             | <b>LOCATION</b> | <b>DURATION</b> | <b>RESPONSIBILITY</b> |
|-----------|----------------------------|-----------------|-----------------|-----------------------|
| 1         | Request/Appointment letter | Filing Cabinet  | 2 years         | AA                    |
| 2         | List of Invitees           | Filing Cabinet  | 2 years         | AA                    |
| 3         | Programme                  | Filing Cabinet  | 2 years         | AA                    |
| 4.        | List of Committee Members  | Filing Cabinet  | 2 years         | AA                    |
| 5.        | Minutes of Meetings        | Filing Cabinet  | 2 years         | AA                    |



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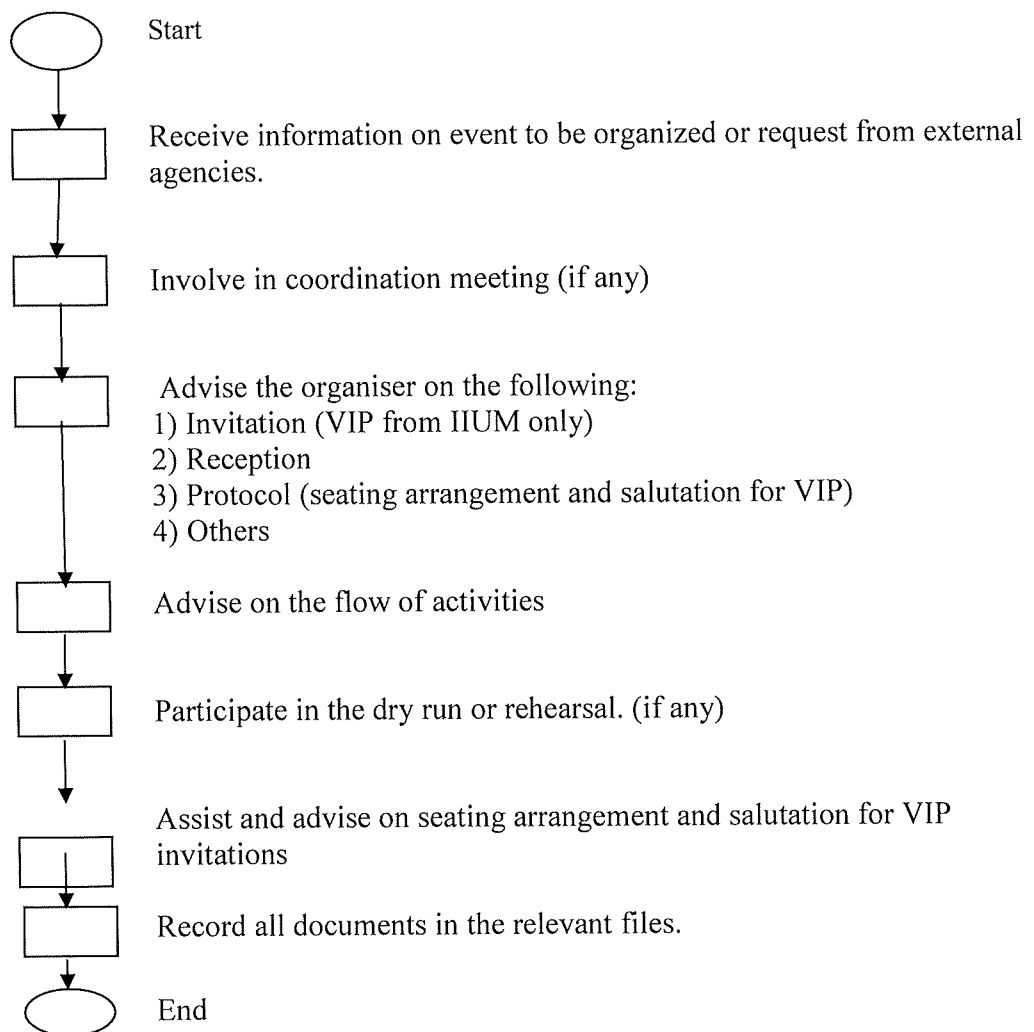
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**FLOW CHART ASSIST ON EVENT MANAGEMENT FOR K/C/D/I/O  
AND EXTERNAL**





**FLOW CHART HANDLING UNIVERSITY EVENTS FOR :**

1. Iftar
2. Shawwal Gathering
3. Launching of Merdeka Month Celebration
4. Al Liqa Al Jamaies

