



BETHLEHEM UNIVERSITY

Event Management Unit & Sound Equipment

Operational & Procedural Guide

Purpose of this Manual

The aim of this document is to clarify the work flow, processes, and procedures for the Event Management Unit (EMU) at Bethlehem University. It also clarifies the role, main functions, and services provided by the unit to their respected beneficiaries.

These procedures establish guidelines for the management of events held within the University. The aims of these procedures are:

- To ensure all such Events are consistent with the University's vision, mission and educational goals.
- To minimize the University's exposure to all levels of risk associated with the use of the University facilities especially during events open to the public.
- Provide guidelines of how the various functions in the University should be conducted.
- Highlight information that should be given attention when conducting events.
- Set out roles and responsibilities of the Event Manager when managing an event.
- Identify the facilities and resources that can be utilized in conducting an event.

EMU should be considered and treated as both cost center within the Finance Office and profit center that will try to promote Bethlehem University facilities for external events. Moreover, EMU will participate in building BU image through the quality services it provides.

EMU Responsibilities:

The Event Manager is responsible for the overall management of **all University events and activities** including organizing, resourcing, creative directing, public representation, negotiating. The Event Manager must take every step and make every effort needed to complete the event professionally. The EMU Manager is not responsible for small internal departmental activities such as: meetings, social activities, receiving departments visitors and guests. It is the responsibility of the Department secretary to facilitate such activities. In such events the secretaries are responsible to contact needed departments for proper approvals and arrangements.

Other responsibilities are expected such as:

1. Ensuring smooth running and coordination of the event.
2. Ensuring that the event complies with the rules and regulations of the University.
3. Ensuring that all forms are filled out and details logged with the relative offices.
4. Ensuring that the appropriate permission is received before the implementation of the event.
5. Ensuring that proper budgets are set to reflect all related costs projected for the event.
6. Ensuring Technical support including providing audiovisual equipment, IT equipment, security arrangements, maintenance arrangements, and cleaning arrangements.
7. Ensuring good communication with all units within the University to ensure consistency with all BU statutes, policies, procedures and guidelines.
8. Conference management services, including registration and financial reporting.
9. Venue hire for internal and external clients.

Event Categories:

- **External Sponsored Events:** These are external events that the University has agreed to temporary lease facilities for external entities for a certain fee set by the University. Such events may be carried out solely under the name of the external entity, or in association with Bethlehem University. In both cases the event should comply with the mission of the University.
- **External Un-sponsored Events:** Such events are carried out under the name of one of the departments or faculties which should serve in the interest of the University. Such events are not subject to rental fees. They are considered part of the department or faculty activities. Such events should be aligned with the University's objectives of undertaking teaching and research to maintain, disseminate and advance knowledge.

- **Internal Events:** Are those organized and carried out by the University faculty or staff for the overall benefit of the University. These events are considered part of the faculty and department activities and are not subject to any charges.
- **Student Events:** These are public or social occasions, which are organized through the office of the Dean of Students. Such events should only be related to student activities and should not involve income generation. Other student events organized for the purpose of fundraising or income generation should be approved and arranged through the EMU.

Planning the Event:

When planning for any event a detailed brief of the proposed event should be submitted to the EMU manager. The brief should set the following:

- Objectives of the event.
- Size and type of audience expected.
- Source of funding for covering the event.
- Other expected needs for special consideration (Security, maintenance, cleaning, food and coffee breaks etc.).

Procedures:

- University external events should be communicated through the EMU at least **two weeks** prior to the event date. The request should be submitted in writing to avoid misunderstanding that may arise from verbal communication. The EMU Manger verifies that dates requested are accepted and does not cause any conflict with other events. After all dates are accepted the EMU Manager checks with his/her immediate supervisor regarding the overall flow and rates of the event. After the rate is set the EMU Manger communicates all details with the related party for contract agreement and signature. After signature the EMU Manager is responsible to communicate in writing with the following:
 1. Plant Personnel Director, who is responsible for providing sufficient staff before, during, and after any event for setup, cleaning, and maintenance.

2. Security Supervisor, who is responsible for providing enough staff to support the event.
3. Public Relations Department, to cover media, invitations, Ashur's, press releases, photography, website coverage etc...

Proper communication between all related departments before and during events with the EMU Manager to assure that all events will be carried out in a professional manner.

External events should not be held on Thursdays during student activity hours unless it causes no conflict with the students activity and should be communicated with the Dean of Students.

- University internal Events should be communicated through the EMU Manager **one week** prior to the event date. Such events are not subject to charges or approvals as long as they are related to official University activities. Dates should be communicated and approved by the EMU Manger to avoid conflicts with other scheduled events.

Equipment Needs

- Regardless to the source or type of event all equipment needs should be requested through the EMU. The EMU Manager arrange with the proper Departments or vendors to obtain the needed equipment. Most equipment needed for different sort of events are available at the University Audio Visual Department. The EMU Manager should contact the head of the Audio Visual Department immediately after finalizing the event needs to arrange for the use of the requested equipment. The head of the Audio Visual unit or the assistant will be responsible for installing and monitoring the equipment prior and during the event to make sure that the equipment is used efficiently, and to avoid exposing the equipment for damage.

Catering Needs

- All catering for events hosted on University Campus should be arranged through the EMU such as; menu for food, coffee breaks, flower arrangements etc., it is the responsibility of the EMU to arrange for all catering needs, arrangement includes communication with the Hotel Management or external vendors to assure professional fulfillment for all catering needs. Coffee breaks should be provided and arranged through the EMU directly.

Summary Of Business Rules

1. EMU manages all room bookings for all the internal and external events that take place on campus excluding internal academic activities and seminars, teaching activities, and internal meetings and gatherings such as departmental meetings.
2. EMU shall liaise with the appropriate BU departments to ensure that all spaces required for events are booked and the relevant protocols are adhered to.
3. EMU shall apply a commercial approach to renting space to external entities unless exemption is made by the Vice Chancellor. The charging basis for sponsored external events shall be determined case by case based on the needs and the type of each event.
4. EMU is fully responsible for all Bethlehem University events related facilities.
5. Dean of Students' office is responsible for ensuring that all student events are managed in a manner consistent with the policies of the University and its legal requirements. Activities that are planned away from student activity hours should be communicated to the EMU and should receive approval prior to implementation. All student events must be booked through the Dean of Students' office and listed on the University EMU calendar.
6. Dean of Students' office shall not authorize the use of Bethlehem University facilities for events intended to generate money or that may serve as a marketing event for the sponsor.
7. All booking should be done through special form (Reservation form) which is available at the EMU office and on line.
8. When it is an external event fees applies and approval is needed from the Finance Office.
9. All external events reservation should be communicated to EMU manager at least two weeks prior to the event.
10. Any Internal event reservation should be communicated to EMU manager at least six days prior to the event.
11. For External events a cancellation fee of 20% apply if the cancellation takes place after signing the contract.

Event procedures

1. Client checks the BU Website Calendar or call the EMU Manager for reservation.
2. Gather general information about the client like the name, address and event date.
3. Check calendar or the Reservation Sheet available on the University website to agree with the client about the event date.
4. Provide or share the client with price list and agree on the budget.
5. Fill the Event Application Form and Checklist attached to this document.
6. EMU manager should get the Finance Office approval for external internal events.
7. Contract preparation and issuance. The contract should specify the roles and responsibilities of the EMU, prices, date and cancellation fee.
8. EMU Manager will start the preparation process; in order to execute the event on time.
9. EMU Manager must contact the client three days prior to the event date to confirm all arrangements.
10. EMU Manager should do first inspection for the venue one day before the event through maintenance checking, safety of the facilities checking, equipment setup, communication and materials, etc.
11. EMU Manger should do second inspection one hour before the starting time of the event.
12. EMU Manger must attend events to assure smooth operation.
13. Closing of the event process.

Event Process

1. EMU Manager should open a file for the client that has all the communications between the unit and the client.
2. EMU will prepare the event plan that has all needed resources, timeline with milestones.
3. EMU Manager should inform the Security Supervisor to assign security staff for the event. EMU manager should provide the Supervisor with all information needed about the client name, event date and time, and needed resources for the security of the event.
4. EMU Manager should inform the Plant Personnel Manager to assign maintenance and cleaning staff before, during, and after the event. EMU manager should provide the supervisor information about the client name, event date and time and needed number of staff.

5. EMU Manager will inform the Finance Office about the final agreement and payment term, so the Finance Office will start to follow up on the financial issues with the client.
6. EMU Manager should order the needed products and services through Products and Services Requisition Form that should be sent to Finance Office.
7. EMU should contact the Public Relation Department, in order to arrange for voluntary student to serve during the event (if needed).

Closing Process

At the end of the event the following should be accomplished:

1. Cleaning staff should start cleaning the facility immediately after the event is over to make it ready for the next event.
2. Maintenance staff should check if the rented facility needs any maintenance to make sure that its in good shape and ready for next event.
3. After the event is over the EMU Manager should make sure that the cleaning and the maintenance crew cleaned and checked the facility.

Event Cancellation Process

To cancel any internal or external event, the following procedures should be followed:

1. In case of event cancellation the client should send an official letter to the EMU to inform the unit with the cancellation of the event. Upon receiving the cancellation letter the EMU Manager should verify the reasons behind the cancellation.
2. EMU should inform all the related Departments about the cancellation:
 - Finance
 - Plant Personnel Unit
 - Public relation
3. The EMU Manager should cancel the event from the Calendar and from the reservation sheet.
4. Follow-up with the Finance Office to collect the cancellation fees from the client if applicable.

Price list

University Main Facilities Rental Rates

LOCATION	HOURLY RATE	DAILY RATE 8 hours Package
Auditorium	120	800.00
Sansour's Hall	60.00	400.00
Art Room	40.00	320.00
Conference Room Bethlehem Hall	20.00	140.00
Music Room	30.00	210.00
Al-Waha	20.00	130.00
Social Cultural Centre Lobby	40.00	280.00
Br. Joe's Hall	30.00	210.00
Furno Hall	80.00	580.00

Notes:

1. All prices are in US dollars
2. Rates are subject to revision and change as needed.
3. All rates include university employees' over-time for cleaning, security, and supervision.
4. Other facilities may be used and rates will be set accordingly.
5. Rates are subject to discount for groups using the facility for more than one day.

Prices will be updated annually or as needed



Bethlehem University
Event Application Form

APPLICATION FORM

TITLE OF EVENT:

Type of Event: Conference Workshop Meeting Art Exhibition Musical Concert

Exams Other _____

If event is a Conference, is the conference: Local Conference International Conference

Place: Furno Sansour Al Waha Music Room AV Room

Auditorium Computer labs

Equipment: Sound System Laptop Overhead Projector Internet Connection

Video Conference LCD Screen

Name: _____ **Title:**

(In Capital Letters)

Organization:

Address:

City: _____

Country:

Business Phone:

Home Phone:

Mobile:

Fax:

Expected Starting and Ending Date:

Expected number of Participants: _____

Is this Event funded? Yes No

If yes, name of funding institution/organization

If yes, is logo of event provided? Yes No

Food and Beverage Services:

Coffee Breaks if needed are available upon request.

Lunch/Dinner: (1) Hotel Management Restaurant (2) Cafeteria

Note:

1. If the conference is an *international conference*, please submit application - at least - *two months* prior to the beginning of event.
2. The Heating System is available all over Bethlehem University.
3. The Air-conditioning System is available only in the following areas:
** Furno Hall **Computer Labs ** AV Room
4. Translation System is available only in Furno Hall. With ability to add booths in the other rooms.
5. Generators are available all over Bethlehem University, excluding ICP/BU.
6. Checklist is attached

Date: _____

Signature: _____



Bethlehem University

CHECKLIST

Conference/Event Title: _____ Date of Conference/Event

Please **check** ✓ the items *needed* from the *List of Services* that can be offered by the *ICP/Bethlehem University*, as follows:

	Name of Item	Yes	No	<i>If No, mention if you are going to provide for this item yourself (Yes/No)</i>
Halls:	Translation			
	<i>Br. Joe Hall</i>			
	<i>ICP</i> , Rm _____			
	<i>Millennium Hall:</i>			
	Furno Hall			
	Ground Floor			
	1 st Floor, Rm _____			
	2 nd Floor, Rm _____			
	3 rd Floor, Rm _____			
	4 th Floor, Rm _____			
	<i>Social & Cultural Center:</i>			
	Al-Waha			

	Name of Item	Yes	No	<i>If No, mention if you are going to provide for this item yourself (Yes/No)</i>
	Art Room			
	Auditorium			
	Music Room			
	Sansour Hall			
Stationary & Supplies	Pens			
	Bags			
	Badges for Speakers			
	Badges for Attendants			
	Brochures			
	Certificates			
	Clipboards			
	Photocopying			
Communication & Secretaries	Invitations to be sent by EMU			
	Registration for participants			
Entertainment Program	Palestinian Costume Show			
	Traditional Musical Band			
	Palestinian Dabkeh			
	Tour			
Printed Materials	Brochures			
	Certificates			
	Related Materials			

	Name of Item	Yes	No	<i>If No, mention if you are going to provide for this item yourself (Yes/No)</i>
Promotion	Press, Media (TV, Newspaper & Radio)			
	Videoing			
	Banners and Signs			
	Website			
Food	Coffee Breaks			
	<i>Cafeteria:</i>			
	Lunch			
	Dinner			
	<i>Hotel Management:</i>			
	Lunch			
	Dinner			
	<i>Catering (Outsourcing):</i>			
	Lunch			
	Dinner			
Computer	Föglister Computer Lab/Ground Floor			
	Lab A-108 / Computer Lab			
	Lab A-260 / Computer Lab			
Sound System	Sound System			
Accommodation	Hotel Reservation			
	Ticket Confirmation			

	Name of Item	Yes	No	<i>If No, mention if you are going to provide for this item yourself (Yes/No)</i>
Transportation	From Airport to Hotel Date: _____ Time: _____			
	From Hotel to Airport Date: _____ Time: _____			
	Daily before/after the event – From/to the Hotel (Local Transportation)			
Other	Cloth Hanger			
	Flags			
	Flowers			
	Insurance			
	Medical Assistance			
	Security			
	Ushers			
	Halls Coordinators			

Agreement

First party: Bethlehem University

Second party: _____

By signing this agreement, second party representative have read and fully understood its contents in its entirety and hereby agrees to all terms of this agreement.

Second party assumes full responsibility for the safety of all present, and hereby irrevocably, and in advance, agrees to indemnify the first party for any loss incurred.

Second party agrees to mention clearly that the proposed use of premises is carried out independently of any University's activities and is in no way connected with the University and it is the full responsibility of the user. And in addition that any activities carried out do not necessarily represent the opinion of the University, or its administration.

Second party has carefully checked and inspected the premises and has found that it is absolutely safe and it does not contain any concealed danger. Second party further agrees not to alter, add, delete or make any changes or modifications in the premises. All fixtures must be removed and things must be returned to their original state.

Second party agrees to abide by all rules, codes and regulations of the University and will be liable to the University for any such failure. Any breach of any term of this agreement may, in the absolute discretion of the University be a ground for early termination of the event and may cause for future loss, or suspension of privileges conferred on second party.

First party declines any responsibility whatsoever for loss, damage, or injuries resulting to any person related to or any property belonging to the second party while the lease is still in force.

The designated rental fee attached in the detailed budget is to be paid according to the set date agreed on with the first party.

Cancellation fees of 20% will be applied in case of contract termination by the second party.

First party representative

Signature: _____

Second party representative

Signature: _____

Date: _____

Bethlehem University

Sound System Policy

Purpose:

This policy has been developed to provide professional indoor and outdoor sound services with high standards and consistency to save the university from high rental cost from external vendors.

The high quality sound system should support all University events and activities. It should accommodate all events lectures, official celebrations, band performances in the auditorium, student senate events, and graduation ceremonies.

General Policy

This policy is considered as part of the Event Management Unit policy. It is the responsibility of the EMU manager to follow-up and implement this policy. EMU manager can only facilitate the use of sound equipment only after receiving the proper approval for carrying out the event.

It is the responsibility of the Bethlehem University Audio Visual staff to run, maintain and safeguards the sound equipment. Since the audio Visual Center report to the Library and the staff have other tasks to perform, proper permissions arrangements should be made in advance.

Procedure

Pre-Event

- Request for use of Sound System Equipment must be submitted to the EMU manger one week prior to the event by filling the Sound System Usage Form available on the university website under the Finance Office. The form should be submitted at least one weeks prior to the event.
Please note that equipment availability is limited. Reservations are made on a first come, first served basis - early requests will help the EMU manger to better schedule the use of the equipment.
- After receiving the request the EMU Manager will respond on the equipment availability within 2 working days. A request does not guarantee the use of the Sound System Equipment. The use is only guaranteed after the approval confirmation from the EMU manger is received.

- If the use of equipment is approved, EMU manager will contact the Audio Visual staff to arrange for equipment installation and supervision.
- EMU manager determines the amount to be charged according to the configuration and type of equipment required for the event. EMU manager must clear with the Finance Office budget availability to cover the event before granting approval. Prices are set to include operational and depreciation cost only and it includes all configuration required and labor.
- EMU manger and AV designated staff will meet with the party requesting the service to decide the type of equipment needed for the event and the setup location.
- One day prior to the event all equipment should be set in its final location and tested.

During Event

- AV staff should be present at the event location for final testing of the equipment at least 1 hour prior to major events and half an hour for small events.
- EMU manager and AV staff should strictly follow the agreed upon schedule. Last minute changes in the program or material to be delivered during the event will not be permitted unless the EMU manager is convinced of the changes, and the changes do not cause conflict with the sponsors or audience.
- AV staff should operate the system under their decibel limit at all times. Staff should take in consideration that most events occur during university working hours. Equipment volume should be kept and monitored at acceptable levels to avoid disturbing offices and classes.
- After the event, all equipment should be disassembled by the AV staff. EMU Manager will request from the cleaning staff to move the equipment carefully back to the storage room.

After Event

- EMU Manager follow-up with all related parties to assure that the whole process was run efficiently and no complaints were made by any party.
- EMU Manager fills time sheet for the hours worked by the AV staff to carry out the event.
- If the event is externally funded, EMU Manager must submit time sheet for the hours of the AV staff to the Finance Office to arrange for the payment of those hours according to the university rates.
- EMU Manager need to submit payment request to the Finance Office reflecting the agreed on amount to be charged for the rental cost.

**Bethlehem University
Event Management Unit
Sound System Request Form**

Event Date		Event Name	
Event Location :			
Starting Time:	Ending Time:	Total Cost for Rental	<input style="width: 100px; height: 20px;" type="text"/>
Department/ Office Requesting the Equipment:			
Contact Name:		Contact email:	
Type of Event:			
Equipment Needed for the Event:			

Requested By

EMU Manager Approval

Department Head