

STANDARD OPERATING PROCEDURE PROGRAMS & EVENTS

1. PURPOSE

The purpose of this Standard Operating Procedure (SOP) is to describe the standard procedures to be followed for any programs and events initiated by the AmCham Abu Dhabi's Committees.

2. RESPONSIBILITIES

2.1 Chair (or Co-Chair) of the Committee

- Provides AmCham Abu Dhabi's Programs Committee with a brief about the event.
- Fills out the Event Brief (Annex 1) and submits to the Programs Committee Chair and Programs and Events Manager not later than 40 days prior the event/webinar date.
- If it is an onsite / face-to-face event, the Event Brief must be submitted 60 days prior the event date.

2.2 Programs Committee

- Reviews and approves the event brief to ensure it supports the AmCham Abu Dhabi's mission and vision.
- Adds the event into the 90-days Event Calendar
- Shares the details of the event with Chief Executive Director and Programs Manager to start planning, creating, and promoting the event.

2.3 Programs Manager

- Creates a planning timeline.
- Creates a Marketing & Communications plan together with Communications Coordinator.
- Coordinates the execution of the event together with Events Coordinator.
- In case complete event details as per the Event Brief (Annex 1) are not provided 40 days prior (for online events) and 60 days prior (for face-to-face events) the event date, the event will not be accepted by Programs Committee.
- Failing to submit the Event Brief on-time, will either result in rescheduling / postponing or cancelling the event.

2.4 Other considerations

- Consider the following factors before selecting an event date:
 - Check availability for your proposed date
 - Check availability of internal or external venue.
 - Be aware of statutory and religious holidays