

EVENTS MANAGEMENT STANDARD OPERATING PROCEDURE					
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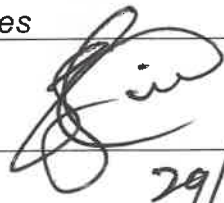
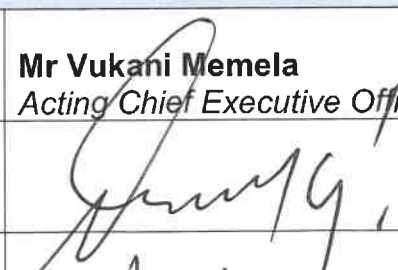
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1. BACKGROUND/PURPOSE

The purpose of this Standard Operating Procedure (SOP) is to:

- Establish guidelines and procedures for the management of SASSETA events.
- To ensure all events are consistent with SASSETA's vision, mission, values and strategic plan.
- To minimise SASSETA's exposure to all levels of risk in public profile and personal safety.

2. SCOPE

The SOP applies to all departments planning, hosting, or participating in events on behalf of the organisation, whether internal or external.

3. ROLES AND RESPONSIBILITIES

3.1. Marketing and Communications Manager

- Coordinates the annual organisational events calendar.
- Receives and records event requests and amendments.
- Facilitates event planning meetings.
- Maintains all event-related records and documentation.

3.2. Departmental Managers

- Submit proposed events for inclusion in the annual calendar.
- Provide event objectives and target market

3.3. Executive Manager: Corporate Services

- Reviews and approves the organisational events calendar.
- Approves amendments to the calendar.

4. PROCEDURE

4.1. Annual events planning

- At the beginning of each financial year, the Marketing and Communications Manager shall formally request all Departmental Managers, in writing, to submit proposed events for the financial year.
- Departmental Managers shall submit event proposals by the specified deadline, including the event name, description, proposed date and venue, and the designated contact person.
- The Marketing and Communications Manager shall consolidate all submissions into a draft organisational events calendar.
- The draft organisational events calendar shall be submitted to the Executive Manager: Corporate Services for review and approval.
- Once approved, the final organisational events calendar shall be formally communicated to all departments and filed for record-keeping.

4.2. Events not included in the approved calendar

- Should a department wish to host an event that is not included in the approved events calendar, a written request, including a motivation for its exclusion from the original calendar, must be submitted to the Marketing and Communications Manager.
- The Marketing and Communications Manager shall update the organisational events calendar accordingly.
- The amended events calendar shall be submitted to the Executive Manager: Corporate Services for approval prior to implementation.

4.3. Event Changes, Postponements, or cancellations

- In the event that an approved event is postponed or cancelled, the responsible department must notify the Marketing and Communications Manager in writing.
- The Marketing and Communications Manager shall update the events calendar and inform relevant stakeholders.

5. PRE-EVENT ARRANGEMENTS

5.1. Event programme, format, and design

- MarCom to provide high-level advice and input into the event format and programme.
- MarCom to provide advice on the event “look and feel” and set up.

5.2. Meeting venue

MarCom to identify the event venue, make regular preparation visits to the meeting venue, and arrange venue set-up and technical requirements in conjunction with requesting department staff and the venue. These include:

- Stage, layout
- Sound (e.g., roving, conference microphones, speakers, splitter audio feed) – this is very important, as a problem with audio is often an issue with events (microphones not working, background noise, etc....)
- Projection/presentation (e.g., projector, screens/displays, pointers)
- Event dressing
- Table and seating arrangement
- Internet connection
- Flip charts
- Break away room
- Registration desk
- Lunch, and coffee breaks

5.3. Travel – Air ticket, accommodation, and transportation

- The requesting department to manage air ticket and accommodation bookings of their respective departments with travel agents through the Finance department.
- The requesting department to regularly update MarCom on the status of participant bookings and final flight details.
- MarCom to manage their own departmental air ticket and accommodation bookings with travel agents through the Finance department.
- For sponsored participants, MarCom will manage the air ticket and accommodation bookings.

- SASSETA fleet will be utilised for events that are not more than 200km away from Midrand to the event venue.

5.4. Event documentation and presentations

- The requesting department to make one central file of documents, PowerPoint presentations and other resources relevant to the event and deliver them to MarCom ahead of the event.
- MarCom to ensure that final PowerPoint presentations are received and organised for the event ahead of time to ensure smooth delivery and presentation on the projector.

5.5. Media Relations

- MarCom to develop a media list, prepare a press release and invite reporters to the event.
- MarCom to brief the media about the event and distribute a media pack.

5.6. Meeting packages and event branding material

- MarCom to organize the printing of name tags, table reservations, and branding materials e.g., banners.
- MarCom and the requesting department to package event documentation and presentations.

6. POST EVENT

- MarCom to post the event on social media.
- MarCom to pack and remove SASSETA equipment's from the venue.
- MarCom to follow up on invoices from vendors and submit the required documentation required for payment.
- MarCom to provide a media coverage report within 2 weeks after the event.
- MarCom and requesting the department to prepare a closeout report.

TYPES OF EVENTS AND PROCEDURES TO BE FOLLOWED

ANNEXURE 1: Career exhibitions checklist

Steps	Action	No of days
Step 1	Invitations must be submitted to the MarCom Manager by email.	Ten (10) working days before the event.
Step 2	MarCom Manager to nominate the MarCom representative who will accompany the requesting department.	A day after receiving a request.
Step 3	Both departments (requesting department and MarCom) to prepare a travel request for the people who will be attending the event if the event will take place at a venue that is more than 200km from the SASSETA offices. If the venue is less than 200km, SASSETA fleet cars will be utilized.	Eight (8) working days before the day of the event.
Step 4	Travel requests are to be submitted to the Finance department.	Seven (7) working days before the day of the event.
Step 5	MarCom to courier the branding material to the event venue.	Three (3) working days before the event date.
Step 6	MarCom to brand the venue and post the event on social media.	Day of the event
Step 7	Write the article to be published in the newsletter.	Two (2) days after the event

ANNEXURE 2: Roadshows/Summit Checklist

Steps	Action	No of days
Step 1	The approved proposal must be submitted to MarCom Manager by email.	Two (2) months before the anticipated date of the event.
Step 2	MarCom Manager and the requesting Manager to meet and discuss the logistics of the event.	A week after the approval of the proposal.
Step 3	MarCom is to prepare the specifications for the venue.	Two days after the requesting Manager and MarCom Manager discussed the logistics of the event.
Step 4	MarCom to circulate venue specifications for approval.	Four days after the meeting with the requesting Manager.
Step 5	MarCom is to submit the approved specifications to the Finance department for sourcing venues.	Thirty (30) days before the first event date.
Step 6	MarCom to prepare the promotional items for the event if there is a need.	Thirty (30) days before the first event date.
Step 7	MarCom to approve the venues	Twenty days (20) before the first event date.
Step 8	The requesting department to share a list of stakeholders to be invited to the Marketing Manager.	Twenty days (20) before the first event date.
Step 9	MarCom to prepare and distribute the invitations.	Fifteen (15) days before the first event date.
Step 10	Both departments (requesting department and MARCOM) to prepare a travel request for the people who will be attending the event if the event will take place at a venue that is more than 200km from the SASSETA offices. If the venue is less than 200km, SASSETA fleet cars will be utilized.	Fifteen (15) days before the first event date.
Step 11	Travel requests are to be submitted to the Finance department.	Ten (10) days before the first event date.
Step 12	The requesting department is to submit the approved programme and presentations to MarCom.	Ten (10) days before the first event date.

Step 13	MarCom to receive the confirmations and prepare the attendance register per province.	On an ongoing basis.
Step 14	MarCom to courier the branding material to the event venue.	Three (3) days before the event date.
Step 15	MarCom to brand the venue and post the event on social media.	Day of the event.
Step 16	Write the article to be published in the newsletter.	Two (2) days after the event.

ANNEXURE 3: AGM Checklist

Steps	Action	No of days
Step 1	The CEO to discuss the logistics of the AGM with the MarCom Manager	Two (2) months before the date of the event.
Step 2	MarCom Manager to prepare a project plan for approval by EXCO members	Two (2) days after the meeting with the CEO
Step 3	MarCom is to prepare the specifications for the venue.	The specifications for the venue will be prepared after the approval of the project plan.
Step 4	MarCom to circulate venue specifications for approval.	Two (2) days after the approval of the project plan
Step 5	MarCom is to submit the approved specifications to the Finance department for sourcing venues.	Four (4) days after the approval of the project plan
Step 6	MarCom to prepare the promotional items for the event if there is a need.	Thirty (30) days before the event date.
Step 7	MarCom to approve the venues	Twenty days (20) before the event date.
Step 8	The Executives are to submit the PowerPoint presentations to the MarCom Manager for design and layout	Twenty days (20) before the event date.
Step 9	The Executives are to share a list of stakeholders to be invited to the Marketing Manager.	Twenty days (20) before the event date.
Step 10	MarCom is to submit a draft programme to EXCO for approval.	Twenty days (20) before the event date.
Step 11	EXCO to approve a programme and sent to MarCom for design and layout	Fifteen (15) days before the event date.
Step 12	MarCom to prepare and distribute the invitations.	Fifteen (15) days before the event date.
Step 13	MarCom to circulate the PowerPoint presentations to Executives for approval	Fifteen (15) days before the event date.
Step 14	Learning Programmes to identify the SASSETA beneficiaries who will give a testimony at the AGM	Fifteen (15) days before the event date.
Step 15	Learning Programmes to brief the beneficiaries about their role during the event	Ten (10) days before the event date.

Step 16	MarCom to prepare a travel request for the people who will be attending the event if the event will take place at a venue that is more than 200km from the SASSETA offices. If the venue is less than 200km, SASSETA fleet cars will be utilized.	Ten (10) days before the event date.
Step 17	Travel requests are to be submitted to the Finance department.	Ten (10) days before the event date.
Step 18	MarCom to receive the confirmations and prepare the attendance register	On an ongoing basis.
Step 19	MarCom to courier the branding material to the event venue.	Three (3) days before the event date.
Step 20	MarCom to brand the venue and post the event on social media.	Day of the event.
Step 21	Write the article to be published in the newsletter.	Two days after the event.

ANNEXURE 4: Stakeholder events (graduations, etc) Checklist

Steps	Action	No of days
Step 1	Invitations must be submitted to the MarCom Manager by email.	Ten (10) days before the event.
Step 2	MarCom Manager, the responsible department, and the stakeholder to meet and discuss the logistics of the event.	Eight (8) days after the invitation is received.
Step 3	The responsible department, and the stakeholder are to submit their speech to the MarCom Manager to prepare a media pack. (This will apply if media will be required for the event).	Seven (7) days before the event date.
Step 4	MarCom Manager to develop a media list, prepare a press release and invite reporters to the event. (This will apply if media will be required for the event).	Seven (7) days before the event date.
Step 5	MarCom to prepare the promotional items for the event if there is a need.	Seven (7) days before the event date.
Step 6	MarCom Manager to nominate the MarCom representative who will accompany the requesting department.	Five (5) days before the event date
Step 7	Both departments (requesting department on behalf of the stakeholder and MARCOM) prepare a travel request for the people who will be attending the event if the event will take place at a venue that is more than 200km from the SASSETA offices. (If the venue is less than 200km, SASSETA fleet cars will be utilised).	Five (5) days before the day of the event.
Step 8	Travel requests are to be submitted to the Finance department.	Five (5) days before the day of the event.
Step 9	MarCom to courier the marketing material to the event venue.	Three (3) days before the event date.
Step 10	MarCom to brand the venue and post the event on social media.	Day of the event.
Step 11	Write the article to be published in the newsletter.	Two (2) days after the event.

ANNEXURE 5: Project Launch/Stakeholder engagement (round table discussions) Checklist

Steps	Action	No of days
Step 1	The approved proposal must be submitted to MarCom Manager by email.	Two (2) months before the anticipated date of the event.
Step 2	MarCom Manager and the requesting Manager to meet and discuss the logistics of the event.	A week after the approval of the proposal.
Step 3	MarCom is to prepare the specifications for the venue.	Two (2) days after the requesting Manager and MARCOM Manager discussed the logistics of the event.
Step 4	MarCom to circulate venue specifications for approval.	Four (4) days after the meeting with the requesting Manager.
Step 5	MarCom is to submit the approved specifications to the Finance department for sourcing venues.	Thirty (30) days before the first event date.
Step 6	MarCom to prepare the promotional items for the event if there is a need.	Thirty (30) days before the first event date.
Step 7	MarCom to approve the venues	Twenty days (20) before the first event date.
Step 8	The requesting department to share a list of stakeholders to be invited to the Marketing Manager.	Twenty days (20) before the first event date.
Step 9	MarCom to prepare and distribute the invitations.	Fifteen (15) days before the first event date.
Step 10	Both departments (requesting department and MarCom) to prepare a travel request for the people who will be attending the event if the event will take place at a venue that is more than 200km from the SASSETA offices. If the venue is less than 200km, SASSETA fleet cars will be utilized.	Fifteen (15) days before the first event date.
Step 11	Travel requests are to be submitted to the Finance department.	Ten (10) days before the first event date.
Step 12	The requesting department is to submit the approved programme and presentations to MarCom.	Ten (10) days before the first event date.
Step 13	The responsible department and the presenters are to submit their speeches to	Seven (7) days before the event date.

	the MarCom Manager to prepare a media pack. (This will apply if media will be required for the event).	
Step 14	MarCom Manager to develop a media list, prepare a press release and invite reporters to the event. (This will apply if media will be required for the event).	Seven (7) days before the event date.
Step 15	MarCom to receive the confirmations and prepare the attendance register.	On an ongoing basis.
Step 16	MarCom to courier the marketing material to the event venue.	Three (3) days before the event date.
Step 17	MarCom to brand the venue and post the event on social media.	Day of the event
Step 18	Write the article to be published in the newsletter.	Two (2) days after the event