Appendix

# Chapter 2: The delivery phase

*Table 2.1: Rules for event protocol and correct etiquette*

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| How to welcome VIP guests on site | * Generally, this function will be undertaken by the company’s CEO or General Manager, or highest official attending the event.
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| Having space and facilities available on site for VIP guests | * Transportation to the event is generally arranged for any VIP guests or dignitaries.
* VIPs are usually dropped to a separate entrance than the other delegates before commencement of the event.
* The green room or private room will have drinks and snacks available, together with private cloakroom and washroom facilities
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| How to treat a VIP or dignitary arriving from another county | * The more information available the better the event team can be briefed in advance to prevent less chances of protocol errors.
* Event manager should make enquiries in the pre event planning stage about where the VIP comes from
* They should be aware of any religious beliefs, customs or special dietary requirements of the VIP guest
* The event manager should be informed of how long the VIP will stay and what their first or native language is.
* It may be necessary secure an interpreter, or simultaneous translation services or headphones etc.
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| Where to seat the VIP or dignitary on site? | * It is important to know where the VIP is supposed to be seated, especially if they are speaking.
* At the table, the VIP’s place of honour is the first seat to the right of the person presiding the event, or the host.
* The VIP guest should be seated in line according to their ranking, to the left side of the host, and so on.
* If the VIP guest is part of the audience, a seat should be made available and clearly marked for them in the first row (usually with the full name printed on a piece of paper).
* Where possible, the event manager should avoid seating two men or two women next to each other at a table.
* If the event is a meeting or a conference, the seating will be determined by the programme content and the table layout.
* In most cases, the seating will be British seating, where the host sits at the head of the table; or French seating, where the host sits at the central part of the longest side of the table.
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| Who should speak first at the conference or event? | * In most cases the conference or event is launched by the host, who then introduces the VIP guest.
* All the other attending speakers should then speak in order of their importance.
* Dignitaries, high ranking officials and VIPs tend to thank everyone, excuse themselves and depart immediately after delivering their speech.
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| Communication with event protocol departments | * Specific event protocol departments manage the activities of senior government officials and state representatives.
* The event team should be prepared to provide details and updated information on the event to them in advance and follow this up with written confirmation.
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| Taking a group photograph on site | * It is the event manager’s or host’s responsibility and not the photographers to decide where to place the guests in a team photograph.
* They should consider the height of the group members, whether partners are present and which group members should be the most visible or central to the shot and instruct the photographer accordingly.
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*Table 2.2****:*** *Sample on-site catering documentation*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **First****Name** | **Last Name** | **Requirements****Specify** | **Dinner****Thurs** | **Buffet****Weds** | **Day 2****Thurs** |
| *Michael* | *Barber* | *Vegetarian* | *yes* | *yes* | *yes* |
| *David* | *Barden* | *Vegetarian* | *yes* | *yes* | *yes* |
| *David* | *Bateson* | *Requires something to eat that does not contain wheat, onion, garlic, cream, lettuce or chilli.* | *yes* | *yes* | *no* |
| *Paul* | *Bennett* | *No shellfish* | *yes* | *yes* | *yes* |
| *Carol* | *Cawkwell* | *Vegetarian* | *yes* | *no* | *yes* |
| *Deirdre* | *Cawthorne* | *Allergies to mayonnaise and pickle* | *yes* | *no* | *yes* |
| *Joanne* | *Charles* | *Gluten-free* | *yes* | *yes* | *yes* |
| *Hasan* | *Chawdhry* | *No pork /alcohol* *content; Halal preferably* | *yes* | *yes* | *yes* |

*Table 2.3: Sample Duty roster*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **When** | **Where** | **What** | **Who** | **Notes** |
| **Thurs 12th** |  |  |  |  |
| 08:00 | Registration | Staff to man desks.  | SL, DACC | (NB: Cathy to brief SB, AR, JOB) |
| 08:00 | Copthorne Tara | 2 coaches depart (approx. 100) to the venueLoad and send. | AndersonJT/KLR | Text Sarah with headcounts. |
| 08:00 | QEII | 1 coach on site with 40 pax. for a photo call on green. | Band & Brown | Meet the photographer at 09.00 |
| 08:00 | 4th Floor | Check signage in place to direct to breakfast seminar rooms. | ER |  |
| 08:00 | Media Room | Tea, coffee, water, biscuits x 10 pax. | Leith’s | Replenish to 16:00 |
| 08:15 | Churchill | Tea, coffee, water x 5 pax. for rehearsals. | Leith’s |  |
| 08:15 | Pickwick, CaxtonThames | Check catering is in place:Coffee, tea, mini Danish pastries and fruit skewers (10%). | ECLJSF | Emma to brief Lucy and Katie156 expected. |