



Event Management for HSE premises

Document Type	Protocol	Draft or Final document	Final
Approval Date	29 th April 2015	Document developed by	Audrey Lambourn, National Communications Division
Revision Date	29 th April 2017	Document approved by	CRPG
Responsibility for implementation	All HSE Staff	Responsibility for review and audit	Director of Communications

Introduction

This protocol is to assist HSE staff involved in organising events such as official openings, launches of reports and policies, presentations, anniversary celebrations etc. Events vary widely and the type of event can dictate the media campaign, guest list, venue, type of reception etc. Communications Division staff are available to advise HSE staff on event management however the host service manages and organises the event.

The host service is required to complete a request form for communications support for submission to the Communications Resource Planning Group or Regional Communications Team <http://hse.net.hse.ie/Communications/crpg/> If your event relates to a Serious Incident press conference or publication please refer to the Publishing Critical Reports Communications Protocol.

This list is not exhaustive; any other details or helpful tips that you may have gained from experience would be very helpful. Please send them to Audrey Lambourn, National Communications Division audrey.lambourn@hse.ie

EVENT MANAGEMENT CHECKLIST FOR HOST SERVICE

- Identify a date and agree that date with key people who need to be in attendance.
- Locate and agree venue with key people; ensure venue is booked.
- Compile guest list/suggested dignitary and review with the relevant Chief Officer, CEO and Communications Division Client Director for consultation.
- Invite the key dignitary (please note that all senior State representatives or high profile celebrities must be invited by the DG, Group CEO or CHO Chief Officer).
- Send background details and speech material at least two weeks prior to the event to the Communications Department so that press releases/social media can be planned.
- Ensure that there is no more than 2 – 3 speakers at the event/launch.
- Invite guests at least two - three weeks prior to the event.
- Make seating and podium arrangements.
- Order plaque if appropriate, please liaise with Communications to ensure wording and Irish translation is correct. Please note the Irish language comes first on plaques and signs
- Purchase flowers/gift for visiting dignitary (if appropriate)
- Check on all final arrangements with DG/CEO/Chief Officer/Service Manager as appropriate.
- Check on all final arrangements with dignitary's office.

Organising an event

1. Date, Time and Venue

You should identify a suitable date, time and venue for your event as far in advance of the occasion as possible. You should then forward the proposed details to the DG/CEO/ Chief Officer or service manager as appropriate to ensure that he/she can be present or represented at the event. You should also notify the Communications Division.

The details can then be confirmed and the date placed in people's diaries. You should nominate a key person from the host service to arrange the event including the invitations, venue, speakers etc.

2. Guests

As the host service, you should draft a proposed guest list, including any dignitaries and send it for consultation to the DG/CEO/ Chief Officer or service manager as appropriate. If you require a senior state official or wish to invite a high profile guest you must send that request to the Director General (or he/she may delegate this function to an individual CEO or Chief Officer). **No other member of staff may issue an official invitation without approval from the DG.** The DG/CEO/ Chief Officer must be informed in advance if a Government Minister, Minister of State (Junior Minister), or Dáil Deputy is proposed as guest of honour. The following provides guidance on potential guests:

- ◆ Dignitary, who may officially open or launch the event e.g. Government Minister, Chairman of the Hospital Group, CEO etc. The dignitary should be invited at least 4-6 weeks in advance of the event so as maximise the chance of placing the date in their diary. Once s/he accepts, other guests should then be contacted. These may include the following:
- ◆ HSE staff: for example (and if appropriate) DG, Chairman of the Hospital Board, Chief Executive Officer, Chief Officer, Management Team/Board members, Communications Manager and staff involved in the service/event/launch.
- ◆ Regional Forum Chairperson/ Forum members/Mayor/County Council Chairman/Urban District Council Chairman/National politicians from the local area
- ◆ Other Public Services/Voluntary Organisations/Community Groups/Business Groups as appropriate to the event.

Where other national figures or Dáil deputies are present please ensure that they have a reserved seat and that they are welcomed officially in the DG/Chairman/CEO/Chief Officer speech and by the M.C. Once you have the guest list finalised and approved you can issue the invitations (sample invitation is listed at the end of the document).

3. Media

The Communications Division will compile a news release in co-operation with you, the host service. You will need to provide background information and any relevant information that can be included in a press pack for the media. The Communications Division will contact and invite appropriate media to the event and will also handle the media (arrange interviews, quotes, press briefings, copies of dignitary's speech etc.) during and after the event.

4. Corporate Style

When organising an event, it is important that you are aware that the event is ultimately organised by the HSE. Therefore, the event should clearly publicise that it is a HSE event through use of its logo.

5. Photographer

The Communications Division will arrange a photographer for the event if you require that and will also invite the press photographers if it is a media event. Very often the official photographer can send the photographs immediately to the print media. As the host service you need to get a Purchase Order for the photography costs as the photographer fees are invoiced to the host service.

6. Filming

The Communications Division may arrange film clips with key speakers to be hosted on the intranet or internet **if** Communications resources are available. Full video filming of the event is not provided.

7. Order of Speakers/Speeches

The Communications Division in consultation with the host service will **advise** on speeches for the DG/CEO/Chairman/Chief Officer. Background briefing information may also be required for the dignitary regarding the event; the host service should forward that information to the dignitary and Communications Division.

Please note that the Mayor of a City/County is the First Citizen of the area they are appointed to and ranks second only to the President of Ireland.

The order in which speeches will take place should be detailed in the programme of events. This may vary but usually begins with a welcome/introduction by the Host Manager or CEO or Chief Officer as agreed in advance. This is followed by the dignitary (for example the Minister or the Forum Chair) launching or /opening etc., finishing with the host service putting forward some words of thanks to the dignitary, staff and the guests. The host service manager or senior HSE manager attending would normally act as master of ceremonies for the launch.

If the host service has organised an ecumenical blessing that usually takes place first.

8. Programme of Events

A programme of events should be compiled detailing the time and sequence of events as they occur:

- ◆ Time of arrival of the dignitary; a designated person from the host service should meet and welcome him/her and accompany him/her throughout the visit.
- ◆ Tour of the facility (if appropriate); the dignitary will tour the facility and any surrounding facilities/services.
- ◆ Speeches; the sequence of the speeches as previously outlined
- ◆ Refreshments/reception (if appropriate). Food supplied must have a range of healthy options such as fruit juice, healthy sandwiches/wraps and fresh fruit. Your local health promotion office can advise. It is not acceptable to serve alcoholic refreshments at HSE events during working/operational hours.
- ◆ Departure – the guest of honour is accompanied to their vehicle on departure by the host and other dignitaries.

9 Other Arrangements to be co-ordinated by the host service

There are also some other arrangements, which you should be aware of, these include:

- ◆ Seating and seating arrangements for the speakers and guests including name signs for VIP chairs. Also plants or flowers to decorate the launch area if appropriate.
- ◆ You must ensure there is adequate reserved parking for dignitaries.
- ◆ If the President or Taoiseach/Tánaiste is in attendance the local senior Gardai are usually in attendance to provide security. This is organised through the dignitaries' office.

- ◆ Provide a podium and microphones for the speakers (if required). Plaque and wording on plaque, in the event of the opening of a building, please ensure that the plaque meets the Official Languages Act requirements.
- ◆ Curtain for unveiling of plaque.
- ◆ If the facility has flag poles, ensure the Irish flag/HSE flag/ EU flag are flying as appropriate if a dignitary is visiting the facility.
- ◆ If you require use of the HSE stands or banners please ensure you check availability with the Communications Office or National Press Office as appropriate.
- ◆ Cutting of a ribbon, in the event of the opening of a building, ensure you have ribbon and a scissors.
- ◆ If the event is on a building site arrange for hard hats and follow site health and safety requirements. If it is raining or forecast for rain please ensure that boards are laid down if the site is muddy. Umbrellas should be available to guests.
- ◆ If it is a photo opportunity for contracts; ensure that a contract is available for signing.
- ◆ A presentation of flowers/gift to the dignitary (if appropriate) is to be arranged by the host service.
- ◆ Refreshments – guests of honour and dignitaries to be accompanied by the manager of the host service to the refreshment area and introduced to staff and other guests. Alcohol should not be served and there should be healthy food choices available.
- ◆ Fire and safety regulations to be pointed out to the guests at the beginning of the event.
- ◆ Cloak-room facilities should be available
- ◆ Car-parking facilities: car-parking should be reserved for Dignitaries and the Chairman
- ◆ Sign-posting of the event (particularly if on a large complex)
- ◆ Security arrangements if relevant, please notify the Gardai if a Minister/President/celebrity etc is attending the event.
- ◆ Where disabled persons are likely to be present, access, adequate space for wheelchairs and seating should be arranged. Similar arrangements to be put in place for expectant mothers who might otherwise have to stand during the event.

