



Team Name: Corporate Communications	Reference Number: ORG.1110.PL.013
Team Lead: Regional Director – Communications & FLS	Program Area: Corporate Communications/French Language Services
Approved by: Executive Director – Mid	Policy Section: Corporate Communications
Issue Date: December 3, 2014	Subject: Events Planning & Campaigns
Review Date:	
Revision Date: November 1, 2017	

**POLICY SUBJECT:**

Events Planning & Campaigns

**PURPOSE:**

Maintaining consistency in events planning and campaigns is critical to ensure a strong brand and positive image for Southern Health-Santé Sud.

**BOARD POLICY REFERENCE:**

Executive Limitation (EL-1) - Global Executive Restraint & Risk Management

Executive Limitation (EL-9) - Communications & Support to the Board

Executive Limitation (EL-10) - Public Relations

**POLICY:**

All official public event planning (including announcements, official openings, roll out of new initiatives, etc.) and campaigns are coordinated by Corporate Communications – this in collaboration with the appropriate site, program or service.

**PROCEDURE:**

1. Events & Announcements
  - 1.1. The Senior Leader seeks approval from the CEO.
  - 1.2. Once approval is confirmed, the Director or designate contacts the Southern Health-Santé Santé Sud Media Relations Specialist.
  - 1.3. The Media Relations Specialist mobilizes the event or announcement process including but not limited to selection of date, liaison with provincial representatives, spokespersons and invitations.
2. Initiatives & Campaigns
  - 2.1. The Senior Leader seeks approval from the CEO for NEW initiatives and campaigns. Reoccurring initiatives and campaigns such as the flu campaign does not require CEO approval.
  - 2.2. Once approval is confirmed, the Director or designate contacts the Southern Health-Santé Santé Sud Media Relations Specialist.
  - 2.3. The Media Relations Specialist, in consultation with the site, program or service determines which communication resources are implemented depending on resources, budget and scope of initiative or campaign.

- 2.4. The site, program or service completes the Request for Speech Writing (ORG.1110.PL.013.FORM.01) form to inform the first-draft script and assumes other responsibilities, such as dissemination of print pieces. Reoccurring initiatives and campaigns do not require the completion of the form.
- 2.5. Directors or designate seek final decision-making approval for initiatives and campaigns from the appropriate Senior Leader (i.e. print pieces, selection of spokesperson, etc.)

**SUPPORTING DOCUMENTS:**

[ORG.1110.PL.013.FORM.01](#)

Request for Speech Writing