

Official Event Procedures

Date Approved:	September 30, 2006	Approved by:	PFR Directors
		Source:	General Manager, Parks, Forestry and Recreation
		Category:	Public Relations
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Policy Statement

This policy document is intended to ensure that official events which are either coordinated by Parks, Forestry and Recreation (PFR) staff, or in which PFR staff is involved, are:

- Appropriate celebrations for divisional involvement and reflect positively upon the Division and the City
- Well-planned and managed in a professional and consistent manner
- Communicated well-in-advance to the General Manager's Office, senior PFR and City staff, and appropriate political representatives, in the planning stages
- Approved by the appropriate Branch Director.

Additionally, this document is intended to help ensure:

- The Division is represented by a PFR staff person of the appropriate level and/or position, given the circumstances of the event.
- Appropriate liaison and communication with political representatives
- Appropriate and timely media relations.

Definition of Official Event

Official events and ceremonies include

- Any event at a PFR location in which a political representative of any level of government is involved
- Park and facility openings, groundbreakings, re-namings, dedications, anniversaries, and program launches
- Any event at which a PFR staff person is speaking or publicly representing or acting on behalf of Toronto Parks, Forestry and Recreation
- Events in which PFR is considered a partner along with other organizations or sponsors, having contributed either financially or in-kind to a specific project.

Responsibility for Official Events

It is the responsibility of the appropriate **Branch Manager** to ensure that the Official Event Procedures are followed by PFR staff. Event coordination duties may be designated by the Branch Manager to a **full-time PFR supervisory or excluded staff person**, who may function as the *Event Lead*. In regard to park or facility openings, Recreation branch staff will function in a lead role.

Official Event Procedures

The appropriate Branch Manager must ensure:

- The appropriate Branch Director is informed and has approved the event
- An Official Event Proposal Form is immediately completed and distributed, 6 to 8 weeks in advance of the event date
- The steps outlined in the following documents are followed by the Event Lead:
 1. Official Event Notification and Approval Flow Chart
 2. Official Event Proposal Form
 3. Official Event Checklist

Involvement of Communications Unit

Staff from the Communications Unit will be assigned by the Communications Manager, to support official PFR events, as outlined in the documents noted above.

Related Documents

- *Official Event Proposal Form*
- *Official Event Notification and Approval Flow Chart*
- *Official Event Procedures Checklist*