

# Protocol for Official Events



Issued on behalf of the Chief Executive August 2021

This protocol is to be implemented and followed where a School/College/Centre/Department is planning an event where it is intended to issue an invitation to a sitting member of a Local Authority, Oireachtas, Minister, Tánaiste, Taoiseach or Uachtarán na hÉireann.

The Corporate Services Communications Team (hereinafter the Communications Team) is to be contacted at the initial planning stages of any event in order to advise, and where necessary assist with arrangements, protocols and to ensure the event obtains maximum exposure in all media outlets.

All publicity and communications in respect of an event will issue through the Communications Team.

- School/College/Centre/Department is to contact the Communications Team at the initial planning stages to advise regarding arrangements, and where necessary, provide assistance, to ensure the event is logged in the Cork ETB Communications calendar and to check calendars and availability for the Chief Executive and Directors in order for dates to be finalised. The CE/relevant Director will determine if there should be an Executive presence and to what extent.
- Invitations to new School/College/Centre Official Openings will, in the first instance, be issued to the relevant Minister for Education / Minister for Further and Higher Education, Research, Innovation and Science by the Communications Team. The decision as to who will officiate at the event will be determined by the relevant Office.
- In the case of a school Official Opening, if the school has a co-trustee or trustee partner, the Communications Team will contact the co-trustee or trustee partner to inform them of the event and check availability regarding the date.
- Invitations to all other events will be determined by the Chief Executive or relevant Director as appropriate having considered any School/College/Centre preferences and other events within Cork ETB.
- The Communications Team will make contact with the relevant Government Department/Ministry/Office with regards to availability for events.
- Guest list to be prepared and invitation to be drafted and designed by the Communications Team in consultation with College/School Management.
- All relevant background information to be sent by Communications Team to the relevant Minister/Government Department / Invitee for speech preparation.

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- Order of events to be prepared and speakers identified. Protocol for order of speeches to be determined based on attendance.
- Music/performance to be arranged on a consultative basis between school/college/centre and the Communications Team.
- The Communications Team to order plaque, if required – curtain and stand for same to be arranged with the school/college/centre.
- A gift for the Minister/Taoiseach/Local Politician / Invitee to be decided on and who will present same. Where a gift is being purchased, the Hospitality and Gifts Policy and procedures must be adhered to.
- Contact to be made with the local Gardaí to advise them of the event. If limited parking on site arrangements should be agreed.
- Refreshments to be arranged for guests.
- The Communications Team will prepare a Press release and arrange all media coverage for the event. Photocalls will be determined and relayed to the photographer in advance of the day.
- Appropriate social media communications will be prepared by the Communications Team for release in advance of the event and post event with timings of releases scheduled.
- A programme for the event will be prepared and made available to guests and media.