



Operating Policy – Campus Events

1. Purpose

- 1.1 To organize entertainment, cultural, educational, and general interest events that will enhance the university experience of MSU members and contribute to life of the university as a whole;
- 1.2 To provide audio/visual production, rental and technical services to MSU services, MSU clubs and student organizations at a competitive rate;
- 1.3 To provide audio/visual production, rental and technical services to members of the McMaster Community.
- 1.4 To provide complimentary programming to MSU services which will assist in services achieving their mandate.
- 1.5 To advance an integrated campus experience by implementing the strategic directives of the Student Life Director (SLD).

2. Operating Parameters

- 2.1 Campus Events shall ensure that student input is incorporated in the selection and planning of events;
- 2.2 Campus Events shall run an annual Charity Ball as per **Operating Policy – Charity Ball Committee**;
- 2.3 Campus Events shall help administer MSU-run events during Welcome Week.
 - 2.3.1 Campus Events shall additionally administer support to Welcome Week Charitable Giving, as outlined in **Operating Policy – Welcome Week Charitable Giving**.

3. Personnel Structure

- 3.1 The Director, who shall:
 - 3.1.1 Coordinate all activities in planning, organizing and implementing MSU events, including concerts, speakers, parades, MSU club events, MSU licensed establishment events, educational events and cultural events;
 - 3.1.2 Perform duties outlined in the Campus Events Director job description;

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- 3.1.3 Work with the Student Life Director to facilitate event creation and execution;
 - 3.1.4 Be hired by the Board of Directors and the General Manager through an application and interview process.
- 3.2 The Technical Coordinator, who shall:
- 3.2.1 Be responsible for Technician and Senior Technician training, adherence to applicable health and safety regulations and the maintenance of audio/visual equipment;
 - 3.2.2 Perform duties outlined in the Technical Coordinator job description;
 - 3.2.3 Be hired by the Campus Events Director, and the Student Life Director through an application and interview process.
- 3.3 The Programming Coordinator, who shall:
- 3.3.1 Assist in the coordination of activity planning, organization and the implementation of MSU events including concerts, speakers, parades, club events, educational events, and cultural events;
 - 3.3.2 Act as the principle planner for all events run in coordination with other student groups
 - 3.3.3 Perform duties outlined in the Campus Events Programming Coordinator job description;
 - 3.3.4 Be hired by the Campus Events Director, a member of the Board of Directors, and the outgoing Programming Coordinator through an application and interview process.
- 3.4 The Campus Events Office Coordinator, who shall:
- 3.4.1 Serve as a point of initial contact for student clients with regards to the booking of services and equipment, prepare invoices and billing, and prepared and maintain work orders for events;
 - 3.4.2 Perform duties outlined in the Campus Events Office Coordinator job description;
 - 3.4.3 Be hired by the Campus Events Director, a member of the Board of Directors, and the outgoing Campus Events Office Coordinator through an application and interview process.
- 3.5 The Promotions & Marketing Coordinator, who shall:
- 3.5.1 Perform duties outlined in the Promotions and Marketing Coordinator job description;
 - 3.5.2 Work with the Underground Media & Design team, as well as the Communications and Advertising Director to develop promotions for events and appropriate sponsorship recognition;
 - 3.5.3 Be hired by the Campus Events Director and Programming Coordinator through an application and interview process.

- 3.6 The Charity Ball Coordinator, who shall:
 - 3.6.1 Supervise the planning, preparation, and execution of the annual MSU Charity Ball;
 - 3.6.2 Perform duties outlined in the Campus Events Charity Ball Coordinator job description;
 - 3.6.3 Be hired by the Campus Events Director, Programming Coordinator and the outgoing Charity Ball Committee Chair through an application and interview process.

- 3.7 The AVTek Technicians, who shall:
 - 3.7.1 Be responsible for on-site technical setup of Campus Events equipment and the protection of the performer's equipment;
 - 3.7.2 Work with the technical crew for all aspects of the 'day of show' production for live events and assist with any requirements for audio-visual productions;
 - 3.7.3 Perform duties outlined in the Campus Events Technician job description;
 - 3.7.4 Be hired by the Campus Events Technical Coordinator and Office Coordinator through an application and interview process.

- 3.8 The AVTek Senior Technicians, who shall:
 - 3.8.1 Troubleshoot and/or repair technical issues that may occur during an event or performance;
 - 3.8.2 Take an active part in the training of Technicians;
 - 3.8.3 Perform duties outlined in the Campus Events Senior Technician job description;
 - 3.8.4 Be promoted from a Campus Events Technician by the Technical Coordinator and Campus Events Director;

- 3.9 Event Staff, who shall:
 - 3.9.1 Assist with the planning, preparation and execution of programmed events;
 - 3.9.2 Perform duties outlined in the Campus Events Event Staff job description;
 - 3.9.3 Be hired by the Campus Events Director and Programming Coordinator through an application and interview process.

- 3.10 Promotions Staff, who shall:
 - 3.10.1 Promote events presented by Campus Events;
 - 3.10.2 Perform duties outlined in the Campus Events Promotions Staff job description;
 - 3.10.3 Be hired by the Programming Coordinator and Promotions & Marketing Coordinator.

- 3.11 The Student Life Director, who shall:
 - 3.11.1 Provide support to the operation of the Campus Events Department;

- 3.11.2 Assist in the coordination and integration of campus events to ensure an inclusive campus experience;
- 3.11.3 Perform duties outlined in the Student Life Director job description as it pertains to Campus Events collaboration;
- 3.11.4 Assist the Campus Events Director and supporting events staff in the preparation and execution of MSU events.