
Ganap at Galang :

Event Management and Protocol,
the **Filipino Way**

Embassy of the Philippines in Tel Aviv

Objectives

1. Identify key steps to successfully **planning and executing an event**
2. Understand what it takes to **keep an event running smoothly**
3. Discuss: **how do we make our events better?**
4. Review **best practices** and **protocols for use of the Philippine flag and anthem**
5. Exchange **experiences and tips** with other event managers



Magpakilala tayo!

Who we are:

- **Event Organizers**
Team leaders or managers who plan events for their organizations
- **Coordinators and Emcees**
Team members who handle specific aspects of the event and make sure it proceeds smoothly
- **Sponsors or Presenters**
Persons or groups who are invited to participate or contribute to the event

WHY?



Note:

If you can't answer this question, you should probably not hold an event.

Because ...

- It's a special occasion!
- We're raising funds for a project!
- A special guest is visiting, and we want you to meet him / her / it!
- **[INSERT REASON HERE]**



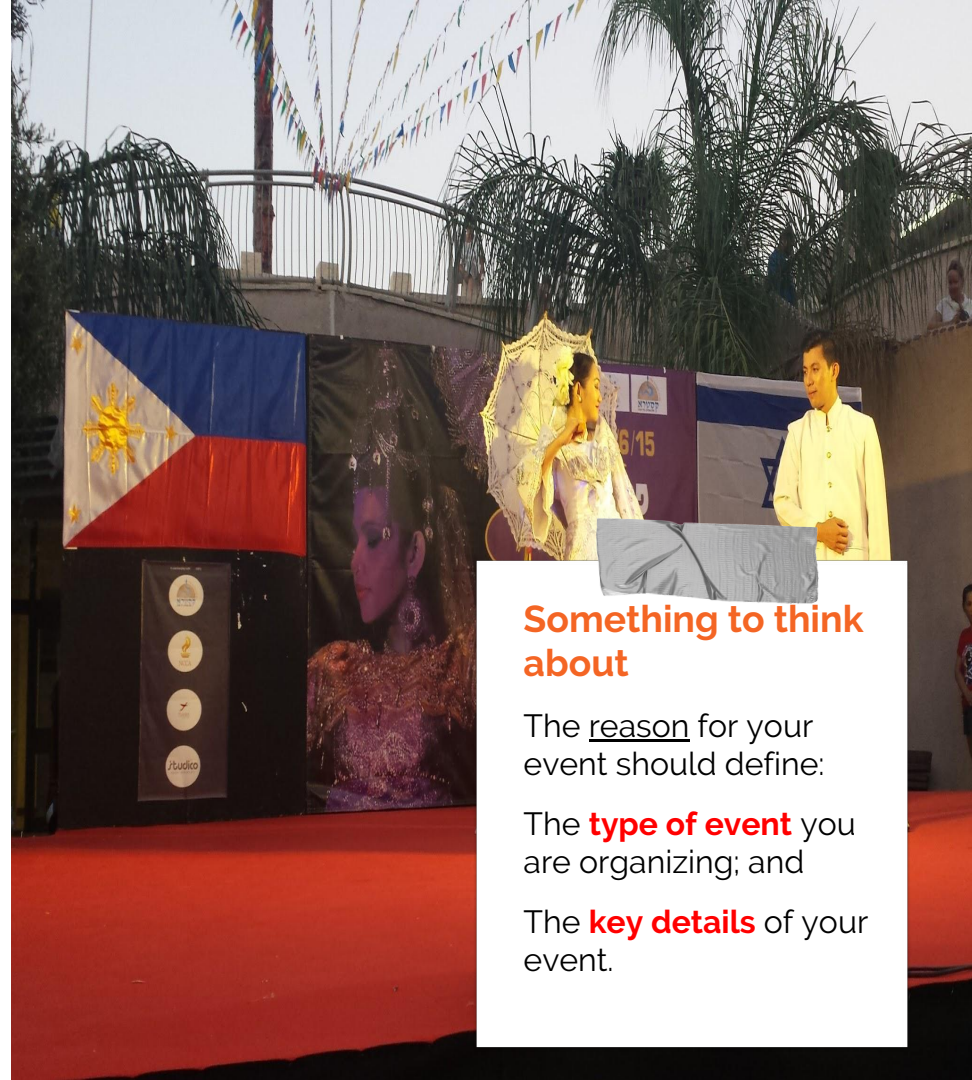
Something to think about:

Organizing (and attending!) an event takes **time**, **effort**, and **resources**. To avoid wasting any of these, make sure you know why you need to hold the event.

WHAT KIND OF EVENT SHOULD I HOLD?

WHEN SHOULD I HOLD IT?

WHERE / WHAT TYPE OF VENUE SHOULD I HOLD MY EVENT AT?



Something to think about

The reason for your event should define:

The **type of event** you are organizing; and

The **key details** of your event.

Something to think about:

Who **should** be at your event, in order to make it more **meaningful** or **special**?

WHO is coming to my event?



Flores de Mayo

The Embassy organizes a Flores de Mayo parade every year in Hayarkon Park.

→ WHY

- Provide an opportunity for Filipinos in Israel to participate in a significant religious celebration
- Encourage Filipinos in Israel to explore and showcase their unique regional identity / culture
- Showcase Philippine culture and Filipino talent for Israeli community partners and the general public



- **VENUE:** Hayarkon Park, Tel Aviv
- **DATE / TIME:** 1st Sunday of May, 0800H
- **PARTICIPANTS:** Filipino Community
- **GUESTS:** Filipino priests and nuns based in Israel; former Israeli diplomats to the Philippines; officials of the Tel Aviv Municipality

What comes **next?**



Something to think about:

Your event is a reflection of your **organization**, its **values**, and its **objectives**.

FAST BREAK!

(Break lang po, babalik tayo pagkatapos ng 15 minutes)



Next up: Tuloy Pa Rin Ako, aka how to keep your event running smoothly

What does an event organizer do?

A hand holding a smartphone, with a blurred background of a crowd of people. The text 'What does an event organizer do?' is overlaid on the image. The word 'do?' is in red, while the rest is in white.

Tip

Think about what goes into making an event happen.

BEFORE THE EVENT:

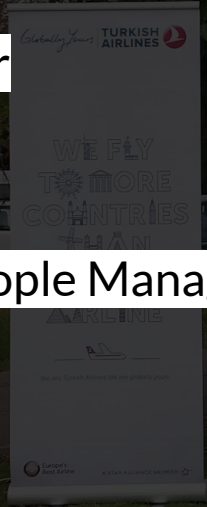
A Project Planner

A Finance Manager

A Talent Scout

A Networker & People Manager

A Time Manager



PLAN AND BUDGET

- Give yourself enough time to plan and prepare for your event.
- What do you need to make your event happen?
- How much will each item cost? How much can you spend?
- Who are your team members, and what will they handle?
- How do you make sure everyone is on track?



Tip

Coming up with a budget for your event is one of the **first steps** of planning an event.

Stick to your budget.

- Identify **essential** expenses
- Negotiate with sponsors/service providers for **what you need**
- Set up an accounting or monitoring system for your funds so you **don't overspend**
- Budget for **miscellaneous or unexpected expenses**
- **KEEP RECEIPTS!**

Something to think about:

Be professional about your finances!


Organizing an event shouldn't leave you **in debt**, or arguing over unauthorized expenses.



Learn from the past.

To avoid the financial difficulties of previous committees, the Philippine Independence Day Committee for 2010 took the following steps:

- **Reviewed previous financial reports.** Financial reports are important; they can show you where you can expect to spend a lot, and what items you
- **Designated committees for financial responsibilities.** PIDC 2010 created separate committees for sponsorship and finance, to ensure proper checks and balances.

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- **Held regular reviews of the committee's financial status.** Weekly - and, as the event approached, daily reviews of incoming sponsorships vs. expenses helped the committee make sure they weren't overspending.
 - **Strictly required receipts for all transactions.** To make sure their final report would be accurate and transparent, the financial committee required all expenses for reimbursement to be supported by receipts.

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There is **no such thing** as being over-prepared.



Tip

If possible, just before your event, hold **one last coordination meeting** to make sure everything is in place and nothing has been overlooked.

There's a lot of talent in your organization.

DON'T ORGANIZE ALONE.



Tip

Assign people to handle **specific aspects** of your event (program, decorations, sponsorship, marketing, etc). Make sure they know what they're **responsible** for.




DURING THE EVENT:

- A Protocol Officer
- A Master of Ceremonies
- A Photographer
- A Caterer, Chef or Bartender
- A Laborer
- A TEAM PLAYER



Be transparent and honest.



**Don't forget your
post-event report!**

Financial reports and post-event assessments help your organization **get better** at holding events.



BREAK TIME!

Questions?

Comments?

Suggestions?

Coffee?

**(Please return in 15
minutes!)**

PROTOCOL AND ORDER

Or: Keep Calm and Stay on Time



What's the point of protocol?



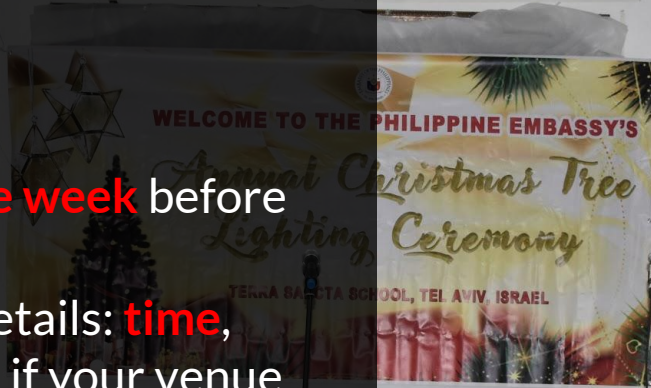
Tips

Always address your invitation to the **head of an organization**.

If you are inviting your guest to participate in your program, **write a letter** and attach it to your invitation.

INVITATIONS:

- Send out at least **one week** before your event.
- Include important details: **time**, **place** (include a map if your venue is difficult to find), **program**, **dress code**.
- Provide the details of a **contact person**, so your guest has someone to call if they have any questions.



HONOR YOUR TIME.

- Be at the venue **ahead of time** (and ahead of your guests)!
- As much as possible, **start and end on time.**
- Keep your program **short** and **simple** - ideally, no more than **two hours.**
- Have a **back-up plan.**
- If your event has multiple participants, assign a **program coordinator** to help your emcee manage the program.



Did you know?

"Emcee" comes from **M.C.**, short for "Master of Ceremonies". The emcee's job is to **keep the audience informed of what is happening** and to **make sure the program stays on track.**



PROGRAM TIPS

- **Focus** on what's important.
- Keep speeches to a **minimum**.
- If you are the emcee, prepare a **script** or **cue cards** (if possible).
- Be mindful of **time constraints**.





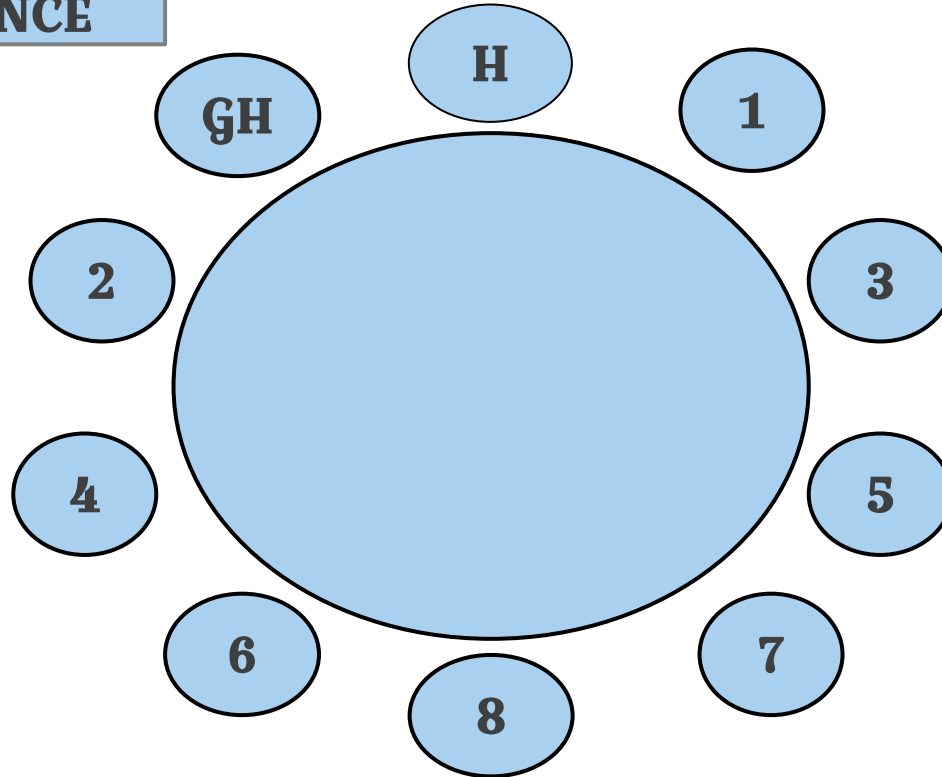
SEATING ARRANGEMENT

- The seating arrangement is designed to provide a **pleasant setting** to encourage guests to socialize with one another.
- **Alternate** the seating of the host's delegation and the guest's delegation.
- Give your guests the **best seats** - facing the stage, near the front - so they can enjoy your program fully.



ROUND TABLE SET-UP (WITH STAGE, WITHOUT CO-HOST)

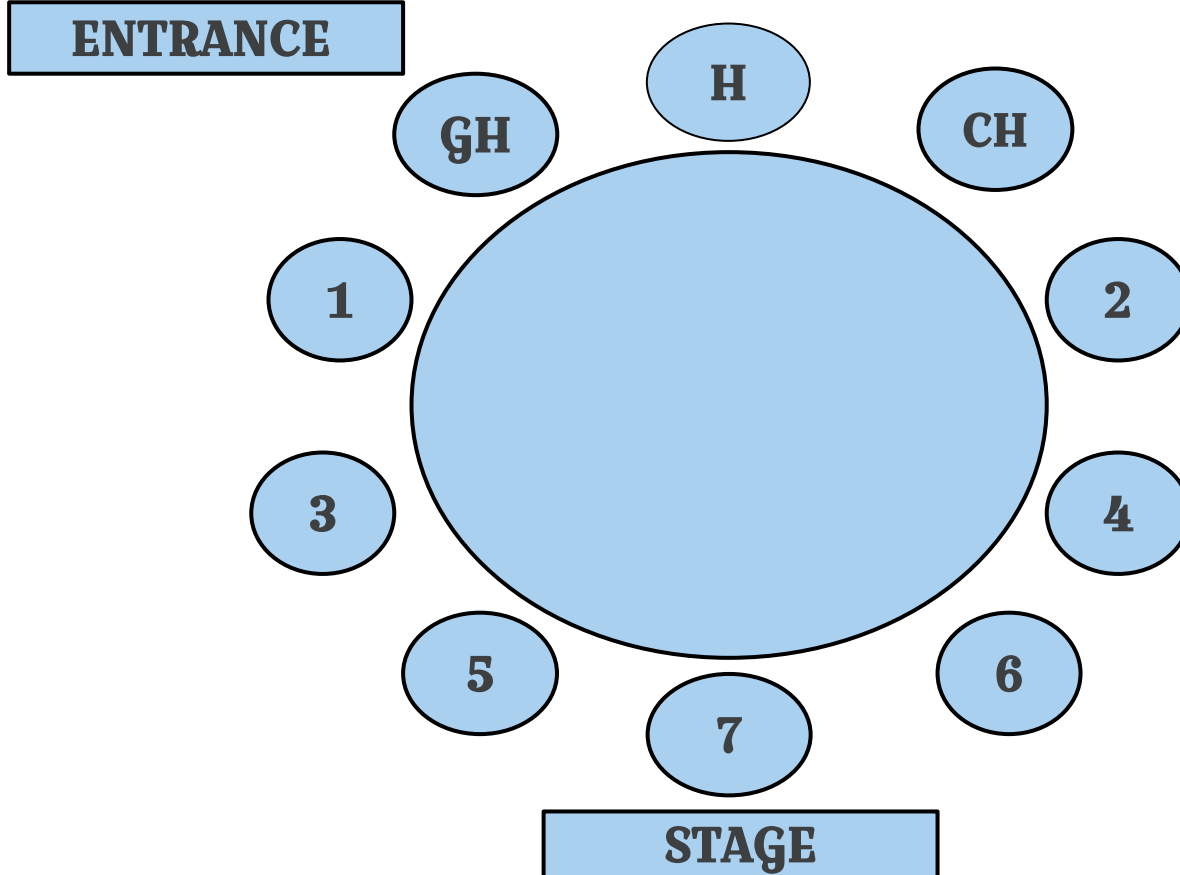
ENTRANCE



STAGE



ROUND TABLE SET-UP (WITH STAGE, WITH CO-HOST)





PLACE CARDS

- Place cards mark where guests should sit, to avoid confusion or embarrassment.
- The standard place card bears the full name of the guest and his/her designation.
- The font style and size should be readable and visible to other guests.

HOSTING TIPS

- **Never leave your guests alone.** Meet your guests at the door, escort them to their table, sit with them, and if possible, accompany them to the door when they take their leave.
- **Make your guests comfortable.** If your guests don't know each other yet, make sure you (as the host) introduce them to one another so they can have a conversation.



Something to think about:

Your guests have set aside **their own time** to attend your event!

Make sure to **thank them** for coming.

Honor our **flag** and **anthem**.



Did you know?

Republic Act 8491, or the Flag and Heraldic Code of the Philippines, is a **law** that defines how the Philippine flag and symbols should be treated.



Guidelines for the flag

Atin yan! The guidelines are intended to make sure that the Philippine flag - as a symbol of our country - is treated with due respect.

- **DO make sure that the flag is hung correctly.** According to the Flag and Heraldic Code, if the flag is hung a certain way, it indicates that the country is **at war**.
- **DON'T let the flag touch the ground or get dirty.** Keep the flag clean and stored properly!



- **DO stand and salute the flag when the Philippine anthem is played.** Traditionally, Filipinos place their right hand over the left side of their chest as a salute to the flag during the playing of *Lupang Hinirang*.
- **DON'T use the flag as clothing, a table covering, or a floor covering!** The flag is a symbol of the Philippines, and shouldn't be worn or placed where it can be spilled on, stepped on, or torn.

Event Plan Components

Background & Goals

Answer the why?

What do you plan to achieve?

Audience, Time and Venue

Answer the Who, Where and When?

How?

Money, Organization & Communications



Event Plan Format

Please prepare a presentation that includes specifics for the following:

- **Event Background and Objective**
What kind of event are you planning to hold, and why?
- **Venue, Target Audience and Date**
Describe your event. Where and when will you hold it? Who's coming?
- **Implementation Arrangements**
What will you need to do in order to organize the event? Who will be in charge of what?
- **Program**
Prepare a program.



SALAMAT PO!

