

SOP Templates

ATTIRE & PROTOCOL

[Event Name] | [Event Date]

The Ketchup & Mustard Rule: Never assume the theme is common sense. If the event has a color, a tradition, or a specific vibe, it must be verified and communicated 48 hours prior to the event.

Executive Attire Specifications

Stakeholder	Role	Recommended Attire	Specific Color/Theme Notes
President	Host / Speaker	[e.g., Business Professional]	REQUIRED: Must wear [Color]. Avoid [Color/Style].
Spouse/Guest	Guest of Honor	[e.g., Black Tie]	Coordinate with President's [Color].
Staff/Team	Coordination	[e.g., All Black / Branded]	Wear comfortable shoes; radio headsets required.

The Eye-to-Eye Confirmation

This is the final fail safe to prevent Yellow Dress moments.

- **48-Hour Sync:** Brief the President on the expected Vibe.
 - *Script:* Ma'am/Sir, the room will be 90% [Color]. Our goal is for you to [Stand out / Blend in]. I recommend the [Specific Outfit] we discussed.
- **The Stand Out Strategy:** If the goal is for the President to be the focal point, ensure the attire contrasts with the backdrop and the other VIPs on stage.

The Attire Vibe Benchmarking

Use these references to set the dress code expectations.

- Website Audit: [Insert Screenshot of Hosting Organization's Homepage]
 - *Observation:* Their branding is Innovative/Modern. Avoid heavy traditional suits; lean toward Smart Business.
- Previous Year Attendee Snapshots:
 - *The Red Dress Lesson:* [Attach photo of last year's crowd].
 - *The Fix:* Note that 90% of the room will be in Crimson. The President should wear [Color] to maintain high visibility.

SOP Templates

Emergency Attire Kit (On-Site)

The following items must be in the Lead Coordinator's bag or the Green Room:

- Lint roller
- Safety pins / Small sewing kit
- Tide-to-Go pen
- Spare institutional lapel pin
- Breath mints (non-colored)
- Bobby pins
- Hairspray
- Clear nail polish

Visual Verification: The Standard of the Room

The Executive Eye: Our goal is zero visual noise. When the President walks into a space, they should see a Ready State—not a work-in-progress.

To ensure the President is perfectly calibrated to the environment, the following research must be completed during the planning phase:

- **Website Audit:** Review the event's official landing page or the hosting organization's About section. Does their branding lean toward Academic Formal or Tech Casual?
- **Historical Image Review:** *Task: Pull photos from the 2024 and 2025 versions of this event.
 - *Analysis:* What were the previous guest speakers wearing? If it's a Red Dress event, what shade of red is dominant (Crimson vs. Scarlet)?
 - *Evidence:* Attach 2-3 photos below this page showing the Standard of the Room from last year.
 - 2025 Event Photo: [Attach Photo of Stage/Podium] *Note:* The floral arrangement was too tall last year; it blocked the President's face in the livestream.
 - 2024 Event Photo: [Attach Photo of Registration Area] *Note:* The "Step and Repeat" banner was placed too close to the door, causing a bottleneck. Move 10 feet North this year.
- **Venue Lighting Check:** Will the President be on a stage with a dark blue curtain? (Avoid dark blue suits). Is the floor white marble? (Watch for dress length/reflection).

The VIP Setup Blueprint

This is the exact configuration for the President's immediate workspace.

The Podium Standard:

1. Water: One room-temperature bottle (brand: [Preferred Brand]), label removed, glass on the right.
2. Tech: iPad/Tablet centered on the lip of the podium. Backup paper script (20pt font) underneath.
3. Lighting: Neutral Key Light—ensure it does not cast shadows under the eyes.
4. Logo Placement: The institutional seal must be centered and visible in a waist-up camera shot.

SOP Templates

Sightline & Security Mapping

Verify these angles 2 hours before the doors open.

Sightline Point	Verification Check
From the Back Row	Can you see the President's eyes over the floral?
From the Press Area	Is there a clean "Headshot" angle without a fire exit sign in the background?
From the Stage	Is the Timer/Clock clearly visible to the President but invisible to the audience?

Post-Event Capture (For Next Year)

The Lead Coordinator is responsible for taking the following Proof of Concept photos before guests arrive:

- The Stage (Empty)
- The President's Table (Set)
- The Registration Flow

Cultural & Institutional Protocol

- **Academic Regalia:** (If applicable) Which hood/cap is required? Is there a designated Robing Room? Is the tassel on the left or the right?
- **Pins/Awards:** Does the President need to wear a specific donor pin or school lapel, the institutional medallion, or a service ribbon for this specific crowd?
- **Pronunciation Guide:** List any VIPs with difficult names who will be in the immediate greeting line.

SOP Templates

MINUTE-BY-MINUTE RUN OF SHOW

[Event Name] | [Date] | [Lead Coordinator Name]

The Golden Rule of ROS: If it isn't on the paper, it doesn't happen. If the President moves, the ROS must reflect who is leading them and what they are holding.

Communication & Radio Channels

- **Command:** Channel 1 (Logistics/Lead)
- **Production/AV:** Channel 2
- **Security:** Channel 3
- **Protocol:** Clear Air requested 5 mins prior to President/Leader's arrival.

The VIP Escort Protocol

- **The Hand-off:** When the President moves from the Green Room to the Stage, the Lead Coordinator must announce on Radio: President is mobile to Stage Left.
- **The Shadow:** The Coordinator stays 4 feet behind and to the right—close enough to hand over a briefing card, far enough to stay out of photos.
- **Seating Map:** [Link to/Insert Image of Seating Chart here]. Every seat at the President's table must be vetted for Ease of Exit in case of emergency.

Pro-Tip: The Pocket ROS

In addition to the binder, print a 3x5 card version of this for the President. It should only contain:

1. Who they are introduced by.
2. The names of the people they are shaking hands with on stage.
3. The time they are expected to be back in the car.

Post-Event Hot Wash (Institutional Knowledge Capture)

- **Immediate Review:** Within 24 hours, document what failed and update the SOP.

Photo Capture: Take a photo of the *actual* setup (lectern, floral, water) and add it to the **Visual Verification** for next year.

SOP Templates

Detailed Timeline

Time	Duration	Action / Movement	Lead / Responsible	Tech/Audio Cues
5:30 PM	30m	Final Walkthrough: Verify VIP seating, water at lectern, and Red Dress protocol check.	Coordinator	House lights to 50%
6:00 PM	--	Presidential Arrival: Meet at North Entrance. Escort to Green Room.	Paula G.	--
6:10 PM	5m	VIP Briefing: Final 5-min update on who is in the room & any script changes.	Paula G.	--
6:25 PM	5m	On-Deck: President moves to Stage Left wings.	Lead Escort	Music Fades / Spotlight Ready
6:30 PM	2m	Intro Video / National Anthem	AV Team	Video Rolls
6:32 PM	10m	Presidential Remarks: President takes stage.	President	Mic Hot / Teleprompter Live
6:42 PM	3m	Award Presentation: Trustee Smith joins President on stage.	Protocol Lead	Transition Slide
6:45 PM	--	Off-Stage: President returns to Table 1.	Lead Escort	Walk-off Music

Contingency If/Then Scenarios

If...	Then...
The Speaker runs long	Production cuts the 2nd video to keep the President on schedule.
AV Failure / Mic goes out	Executive Assistant hands the President the handheld Backup Mic kept at Stage Left.

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RADIO LINGO & ETIQUETTE

The Professional Standard: Radio communication should be invisible to the guests. If a guest hears your radio, the Executive Headspace has been breached. Always use a surveillance-style earpiece.

Transmission Etiquette: The 3-2-1 Rule

1. **Listen First:** Ensure no one else is speaking. Never step on another transmission.
2. **Depress the Button:** Hold the Push-to-Talk (PTT) button for one full second before speaking. This prevents the first word of your sentence from being clipped.
3. **Be Brief:** The radio is for coordination, not conversation. If a sentence takes more than 10 seconds, move it to a phone call or text.

Hierarchy of Communication

To keep the Nervous System from being overwhelmed, follow this hierarchy:

- **RADIO:** Use for immediate, time-sensitive coordination (*Doors opening now, President is 2 minutes out, Medical needed at Table 4*).
- **TEAMS/FACE-TO-FACE:** Use for sensitive executive briefing or complex troubleshooting that requires nuance.

Troubleshooting the Silent Fail

- **The Mic Check:** Conduct a radio check 30 minutes before the event. *Radio check for Paula, how do you read?* Response: *Loud and clear*.
- **Battery Protocol:** Every radio in the binder must have a Partner Battery on the charger in the Command Center.
- **The Hot Mic:** If you hear static or background noise for more than 10 seconds, someone's button is stuck. Call out: *Check for a stuck mic*.

Implementation Strategy

Assign Posts: Ensure everyone knows their Theater of Operations (Foyer, Stage, Registration).

SOP Templates

EXECUTIVE BRIEFING MEMO

[Event Name] | [Date/Time] | [Location]

PURPOSE OF PARTICIPATION: *(Example: To serve as the keynote speaker for the Greater San Antonio Chamber and solidify the college's role in the regional workforce pipeline.)*

LOGISTICS & ON-SITE CONTACTS

- **Arrival Time:** [Time] (Paula will meet you at the North Entrance).
- **Attire Protocol:** [Business Professional / Institutional Blue].
- **Lead Coordinator:** Paula Garza | [Phone Number]
- **On-Site VIP Handler:** [Name] | [Phone Number]

THE WHO'S WHO (Top 3 Priority Contacts) *Focus on the individuals critical to the President's current strategic goals.*

1. [Name], [Title/Organization]:
 - **Context:** Potential donor for the Center of Excellence.
 - **Talking Point:** Mention the recent success of the [Specific Program].
2. [Name], [Title/Organization]:
 - **Context:** Board Member for the [Partner Organization].
 - **Talking Point:** They are an alumnus; thank them for their recent advocacy.
3. [Name], [Title/Organization]:
 - **Context:** New Dean of [College Name].
 - **Talking Point:** Welcoming them to the region.

SIGHTLINE & STAGE PROTOCOL

- **The Set:** You will be seated in a Fireside Chat arrangement (Stage Right).
- **The Tech:** A lapel microphone will be provided. Your remarks are loaded on the monitor.
- **Visual Check:** The stage has been photo-verified for branding and sightlines. Your water (room temp) is on the side table.

KEY MESSAGES & LANDMINES

- **Must-Share:** The [Data Point/Benchmark] regarding student success.
- **Avoid:** Discussing the [Sensitive Topic] as it is still in the legal review phase.
- **Desired Outcome:** A follow-up meeting scheduled with the CEO of [Company].

THE EXIT STRATEGY

- **Estimated Departure:** [Time].
- **Post-Event Action:** Paula will capture all business cards and follow up on any next steps discussed.