

160 - EVENT PROTOCOL

Background

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained. Proper protocol is to be followed for events organized by the Board or its schools.

Protocols will vary from one situation to another, depending on who is involved in the particular event. Accordingly, in the planning for an event, the order of introductions and speakers must be given special attention.

Procedures

1. Introduce the most senior dignitaries first; for example,
 - 1.1 Members of the Senate representing Alberta
 - 1.2 MPs (cabinet members first)
 - 1.3 MLAs (cabinet members first)
 - 1.4 Board Chair
 - 1.5 Civic officials (Mayor or Reeve first)
 - 1.6 Trustees and other civic councilors
 - 1.7 Senior bureaucrats and heads of other organizations
 - 1.8 Prominent community members
2. When organizing an event within the schools of WRSD the introductions will take place in the following order:
 - 2.1 Board Chair
 - 2.2 Vice Chair
 - 2.3 Trustees in attendance
 - 2.4 Superintendent, Deputy Superintendent, Secretary Treasurer, Central Office Administrators
 - 2.5 Principal and Vice Principal
3. When organizing the order of speakers, protocols dictate that the most senior dignitary speaks last.
4. Seating should be arranged so that the most senior dignitary is closest to the podium at all times.

5. Provision should be made for Trustees and other important guests to be greeted by staff or students.
6. As audience members, dignitaries should be provided with reserved seating in the front row.
7. Invitations to Trustees should be issued individually. The role and expectation should be defined in the invitation.
8. Provisions for parking should be made for dignitaries and Trustees.
9. Trustees should be notified at least two weeks prior to the event.
10. The Office of the Superintendent should be contacted if a speaker is required from the Board or Division level.
11. The Trustee invitation and Central Office notice should indicate who will serve as the Master of Ceremonies.
12. When no Trustee is available to attend, the MC will be advised to express regrets on behalf of the Board.
13. For assistance, contact the Office of the Superintendent.

Royal and Other Special Visits

While extremely rare, school boards or schools occasionally may be included in royal visits (including those of Canada's Governor-General and/or Alberta's Lieutenant Governor); visits by the Prime Minister or Premier, senior cabinet ministers, ambassadors; or other prominent dignitaries. In such circumstances, the formal protocol of either the Government of Canada or Province of Alberta takes precedent. Information on proper protocol in these special circumstances can be obtained from the Government of Alberta. Central Office must be contacted in these instances.

In these circumstances, it is expected that local event organizers will ensure local trustees are properly recognized and included in the event whenever possible.