

SOP: Sprott Student Clubs – Event Planning, Alumni & Industry Contact, and Room Booking

Planning Your Event

Step 1: Submit Your Event Proposal

- Submit your Event Proposal Form
 - By October 3 (fall)
 - By January 16 (winter)
 - Or 14 days in advance for events in September
- Your proposal must include:
 - Event name and goals
 - Who it's for (target audience)
 - Budget plan
 - Timeline
 - Whether alumni or industry guests are involved

Find the Event Proposal Form on the [Sprott Clubs Event Hub](#).

Step 2: Get Faculty or Staff Involved (If Needed)

- If looking to plan an event involving alumni or industry professionals, you must discuss your idea with a Sprott Career Advisor first to explore options for support and alignment
- Sprott staff or faculty member must be present at external facing events.

Getting Approval

Step 3: Follow University Policies

- Make sure your club:
 - Follows [Carleton's Student Rights & Responsibilities Policy](#)
 - Coordinates with Sprott Careers for industry/alumni events
 - Confirms additional requirements for University approvals based on your event requirements

Step 4: Check Alignment

- Your event should match your club's mission, resources, and Carleton's policies.

Budgeting

Step 5: Manage Your Budget

- Stick to your approved budget
- Track every dollar spent
- Keep receipts and documentation

Promoting Your Event

Step 6: Get Approval for Promotion

- Use Carleton/Sprott branding properly
- Ask approval from Sprott's Media & External Relations Officer for any logos or branding by email at comms@sprott.carleton.ca

Step 7: Use the Right Channels

- Promote through approved university platforms
- Be inclusive and respectful in all messaging

Event Logistics

Step 8: Book What You Need

- Rooms, tech, food, speakers, transportation — plan ahead!
- Contracts with vendors must be approved by the Sprott Events Coordinator or Career Advisor

Risk Management & Approval

Step 9: Complete the Risk Form

- Fill out the Risk Management Form
- Show your approval email to the Sprott Undergraduate Office for final room booking confirmation
- Respond to and adhere to any recommendations and instructions outlined from the Risk Management process

Attendance Tracking

Step 10: Track Who Came

- Keep an accurate list with all guests/attendees:

- Names and affiliations (club members, alumni, industry reps, etc.)

Post-Event Evaluation

Step 11: Review and Assess the Event

- Consider:
 - Did we meet our goals?
 - What went well?
 - Was the budget realistic?
 - What can we do better?

Documentation & Reporting

Step 12: Maintain Good Records

- Save all documents:
 - Proposals, budget, emails, contracts, attendance, feedback
 - Be prepared and submit required reports when Spratt, the SBSS, or Carleton requests information

Alumni

Step 13: Ask Career Advisor First

- Only Spratt staff can contact alumni directly
- Submit a request to your Career Advisor to invite alumni

Step 14: Be Professional

- Invitations must be approved by the Career Advisor and Spratt Alumni Office
- Follow up with thank-you notes after the event (get approval first)
- Never share alumni contact info

Industry Professionals

Step 15: Get Approval

- Submit your plan or ideas for industry engagement to your Career Advisor
- Your advisor may reach out to industry professionals on your behalf

Step 16: Be Strategic

- Know why you're contacting them – have a clear objective and consider other external requests
- Be polite, professional, and respectful
- Research them ahead of time
- Coordinate with your advisor to send a follow-up thank you note after the event

Booking Rooms**Step 17: Appoint Your Booking Leads**

- Choose 1–2 club members to handle bookings
 - Submit their names by Week 3 of September using the Sprott Club Designate Form

Step 18: Submit Booking Requests Early

- Request rooms through the Sprott Event Form
- Submit:
 - By October 3 (fall)
 - By January 16 (winter)
 - Or 14 days in advance for events in September

Step 19: Provide Event Details

- Include setup needs (e.g. A/V, chairs)
- Be clear and complete

Step 20: Use Rooms Responsibly

- Don't let others use your booking
- Leave the room clean and tidy

Final Notes**Policy Changes**

- Sprott may update policies anytime — clubs will be notified.

If Policies Are Broken

- Clubs may face:
 - Warnings
 - Event/room booking suspension
 - Removal from leadership roles

Quick Reference: Key Contacts

Purpose	Contact Person
Alumni Requests	Career Advisor
Industry Contact Approval	Career Advisor
Vendor Contract Approval	Sprott Events Coordinator
Branding & Logo Use	Media & External Relations Officer
Risk Management Form	Sprott Undergraduate Office
Room Bookings	Sprott Clubs Hub