

Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes

METHODOLOGY FOR ORGANIZATION OF STUDENT EVENTS
IN THE UNIVERSITY OF MEDICINE AND PHARMACY
„CAROL DAVILA” OF BUCHAREST

CHAPTER I. GENERAL PROVISIONS

Art. 1. Purpose

- (1) This methodology was drawn up for the **purpose of** establishing a unitary set of standardized norms for the activity of organization and deployment of events initiated, coordinated and carried out by the students of the University of Medicine and Pharmacy "Carol Davila" of Bucharest, in physical format and for internal regulation of the records, management and organization of student events carried out.

Art. 2. Scope

- (1) This methodology is applied by:
- a) The student associations/organizations in the university which carry out their activities for the best interest of students from the University of Medicine and Pharmacy "Carol Davila" of Bucharest and who request the support of the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes, for organization of an event;
 - b) Groups of minimum 5 students enrolled in UMFCF, of whom one will be designated by the group as coordinator of the event. The students who are members of the group cannot be members of a student association/organization recognized by UMFCF;
 - c) The staff of the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes;
 - d) The teaching or administrative staff of the University of Medicine and Pharmacy "Carol Davila" of Bucharest;
 - e) External partners, institutions/organizations/legal persons of private law which request the support and involvement of the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes.
- (2) The methodology is implemented by the event responsible persons designated by the structures mentioned in paragraph (1).

Art. 3. Definition of terms

- a) **Event** - set of independent activities, which are carried out according to a plan and with well-determined costs, in order to reach a certain objective and to achieve certain results during a well-delimited period of time;
- b) **Student events** – events of students or dedicated to students: job fairs, summer schools, workshops, conferences, seminars, trainings with student specificity and themes, etc.;
- c) **General objective** – overall objective to which the event contributes and which concerns important long-term benefits for the community;
- d) **Event purpose** – the specific objective which aims at problem resolution and defines the sustainable benefits for the target group;
- e) **Activity** – totality of tasks/actions which must be carried out to produce results which have a well-determined start and end;
- f) **Plan of activities** – a concise description of stages, deadlines and responsible persons for the project activities;
- g) **Gantt Chart** - a specific model for orderly presentation of the plan of activities which illustrates how the activities interconnect with the implementation terms and responsible persons for implementation of activities;
- h) **Means** – totality of resources necessary for carrying out the activities (human, logistic, financial);
- i) **Budget** – totality of costs foreseen for carrying out the activities;
- j) **Project Coordinator** – the responsible person for assurance of event success;
- k) **UMFCD** – University of Medicine and Pharmacy "Carol Davila" of Bucharest;
- l) **DASAASPP** – Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes

CHAPTER II. PROVISIONS REGARDING THE APPLICATION OF METHODOLOGY

Art. 4.

(1) In order to assure a good and efficient implementation strategy for student events in U.M.F "Carol Davila" of Bucharest, for the purpose of defining the mission of University in light of the Management Plan, but also for management of promotion, communication and information aspects, the *Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes* has the right and obligation to make exhaustive records of all student events, which take place within the University or with the participation of the University, regardless of the initiating structure/ organization.

(2) The records of student events will contain complete information about:

- a. Organizers;
- b. Partners;
- c. Date and location of event;
- d. Number of participating students;

- e. Purpose and objectives;
 - f. Budget;
 - g. Necessary human, logistic and financial resources;
 - h. Promotional materials, etc.
- (3) For this purpose, the structures, student organizations and other units of UMFCF have the right and obligation to transmit to **DASAASPP**, until **October 1st**, of each year, a **Calendar of Student Events**, which will include the totality of student events proposed to be organized for the next calendar year.
- (4) For each proposal of event, the applicant will send the following documents:
- a) **Report for organization of student event**, according to Annex 1;
 - b) **Budget of event**, according to Annex 2;
 - c) **GANTT Diagram**, according to Annex 3;
 - d) **Statutes and Articles of Incorporation of the Student Organization/Association**, copy compliant with the original;
 - e) **Copies of the student card or certificates from the secretariat** which prove that the team members and the coordinator are students of the University of Medicine and Pharmacy "Carol Davila" of Bucharest;
 - f) **Declaration of external partner**, according to Annex 6;
 - g) **Event Promotion Plan**, according to Annex 7;
 - h) **GDPR Form**, according to Annex 8;
 - i) **Declaration for creation of group of students**, according to Annex 9;
- (5) In the completion of **GANTT Diagram** the applicant will detail the stages, activities and sub-activities of the student event, as specified in **Chapter III**.
- (6) **Estimated budget of event** will be completed with the types of expenses requested from UMFCF, and the expenses undertaken by the applicant/partners.
- (7) The Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes will analyse and forward the Calendar of Student Events for approval of the Board of Directors.
- (8) Depending on the scope and importance of event, the Board of Directors of the University reserves the right to select only those events which are of interest for the students of UMFCF and to establish the value of support given by UMFCF.
- (9) Following the approval of student events by the Board of Directors, UMFCF will sign a partnership agreement with the applicant and the other participants at least **60 days** before the first day of event (**Annex 4**).

Art. 5.

- (1) For the student events approved for organization, the stakeholders will designate a responsible person/event coordinator, on the collaboration of whom depends the success of the student event.

- (2) The stakeholders will have the obligation to respect and perform the tasks undertaken for the student event and the obligation to inform each other in connection with the stage of fulfilment of these tasks.
- (3) Depending on the complexity and scope of event, the event coordinators can co-opt several members of the structure to which they belong.

Art. 6.

- (1) By exception, the student events proposed to be organized during the implementation year of the Calendar of Student Events approved by the Board of Directors in the previous calendar year will go through the stages set out by art. 4, paragraphs (4)-(6).
- (2) The student events can be organized after their approval by the Board of Directors, which will take into account the amounts approved in the budget for the current year.

Art. 7. In order to organize a student event, the University of Medicine and Pharmacy "Carol Davila" of Bucharest can assure the following financial and logistic resources:

- (1) **Meal services and coffee breaks of participants** – in amount of maximum 40 lei/day/participant. The meal or catering services and the coffee breaks will be organized by the University Cafeteria. For this purpose, the applicant will send a report to the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes for approval and to the university management for approval. Depending on the period of event, the applicants can benefit from meal/catering services and coffee breaks as follows:
 - a. Period of event up to 4 h/ day - 1 coffee break;
 - b. Period of event 4 h - 8h/day - 1 coffee break and 1 lunch meal;
 - c. Period of event over 8h/day - 2 coffee breaks and 1 lunch meal.
- (2) **Event materials (printouts)** – in amount of maximum 40 lei/ participant. This category of expenses includes the following: event folders, bloc-notes, poster, badges, diplomas etc. These items will be made by the Publishing House of UMF "Carol Davila" of Bucharest, for this purpose, the applicant will send a report to the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes for approval and to the university management for approval.
- (3) **Space of event and technical equipment** - UMF "Carol Davila" of Bucharest can make available to the applicant, free of charge, rooms and technical equipment (video projector, projection screen, etc.) depending on their availability.

Note: It is not mandatory to request all the resources mentioned in art. 7 para. (1), (2) and (3). The request of a space belonging to UMFCB involves the submission of documents mentioned in art. 4 para. (4).

Art. 8. The administrative structures of UMFCB will assure, upon request, the necessary support for the correct and efficient organization of the student event, will designate for this purpose a delegate of the structure who will be a member of the team for the organization of student event.

CHAPTER III. INSTRUCTIONS FOR PLANNING, ORGANIZATION AND IMPLEMENTATION OF STUDENT EVENTS

Art. 9. In order to organize a student event, the coordinators will envisage the application of instructions for the planning, organization and implementation of student events.

Art. 10. Phase I - Initiation— Pre-event activities

The initiation stage sets forth the definition of essential parameters of a student event (time, resources, cost, quality):

1. Title of student event;
2. Date of student event;
3. Location of student event (compatibility of location with the event theme);
4. Purpose;
5. SMART Objectives – are focused on participants and are:
 - Specific;
 - Measurable;
 - Assignable, ambitious;
 - Realistic, relevant;
 - Time-based.
6. Type of event (job fairs, summer schools, workshops, conferences, seminars, trainings with student specificity and themes, etc.)
7. Beneficiaries/ participants in event – the persons who will use the results of event;
8. Implementation team – persons who participate directly in the realization of project activities;
9. Resources (human, logistic, financial) and financing sources.

Art. 11. Phase II - Planning— Pre-event activities

The planning stage is a project management stage which involves the realization of a set of specific activities preparatory for the implementation stage of the student event:

1. **Approval** is the first stage of planning phase, in which the provisions of Article 4 of this methodology shall apply.
2. **Elaboration of Methodology for selection of participants** – the second stage of the planning phase which involves the following activities:

- a. Determination of selection criteria of the participants and beneficiaries:
 - i. Submission of applicant file – establishment of the content of file; or
 - ii. The application of the rule „**First Arrived, First Served**”;
 - b. Establishment of the method of enrolment of participants (personal email address, google form);
 - c. Observance of the provisions for processing of personal data - GDPR form, (according to **Annex 8**);
 - d. Evaluation of files (if applicable) – if the selection is made based on the files sent by the applicants, a commission for selection of participants will be created and formed by an odd number of members;
 - e. Publication of methodology for selection of participants will be made on the university website www.umfcd.ro with the poster for announcing the enrolment period of participants.
3. **Guests/speakers** – the third stage of the planning phase involves the identification of guests/speakers compatible with the theme of student event (if applicable).
- a. This stage involves the realization of the following tasks by the event coordinator:
 - i. Elaboration of invitation letters;
 - ii. Realization of database with contact data (email) of the potential guests/speakers;
 - iii. Transmission of invitation letters;
 - iv. Reception and recording of participation confirmations;
 - v. Completion of the list of guests/speakers;
 - b. Documents set out by letter a) will be approved by DASAASPP.
4. **Realization of visual elements of the event.**
- a. Identification of visual identity elements (logo) of partners;
 - b. Realization of visual elements of the event with observance of the requirements from the visual identity manual of UMFCF:
 - i. Poster for launch of event „save the date” - format of Facebook posting, Facebook event, Instagram, WhatsApp, newsletter;
 - ii. Poster for announcing the enrolment period of participants – format of Facebook posting, Instagram, WhatsApp, newsletter;
 - iii. Diploma of participation for participants;
 - iv. Thank You Diploma for guests/speakers;
 - v. Badges for participants, guests, speakers, organization team.
5. **Promotion of student event** involves the elaboration of a gradual marketing plan which meets the following needs (according to **Annex 7**):
- creating and increasing the awareness level regarding the event;

- creation of a positive image of the event;
- information of potential participants;
- reminding the details of event.

This stage involves the implementation of components such as copywriting, promotion by social media (Facebook, Instagram, WhatsApp), institutional e-mail and website www.umfcd.ro:

- a. drawing up of message for distribution of visual elements of the event (Facebook, Instagram, WhatsApp groups, newsletter);
- b. Publication of the poster for launch of event „save the date” on the following communication channels: Facebook, Instagram, WhatsApp;
- c. Publication of the poster for announcing the enrolment period of participants on Facebook, Instagram, WhatsApp groups, university website www.umfcd.ro;
- d. Creation of event on the Facebook page of the university;
- e. Transmission of newsletter to the potential participants, for reminding them of the enrolment period, eligibility of participants, location and time of event, confirmed guests and speakers;
- f. Press release – the most efficient method of information of the public about the student events organized by the university. This stage involves the following activities:
 - Elaboration of pre-event press release which includes elements regarding the partners, title, description of event and key participants;
 - Realization of a database for distribution of press release, with media portals specific of the theme and field concerned;
 - Transmission of press release;
 - Designation of a coordinator who manages the relationship with the press and determination of specific assignments:
 - a. Continuous communication with the representatives of the media;
 - b. Realization and completion of a list of recording them;
 - c. Meeting with the media representatives, giving them badges for identification and guiding them to the specially arranged area;
 - d. Identification of news, communications, pictures, videos of the event.

6. Enrolment and selection of participants are made according to the provisions and criteria set out in the **Methodology for selection of participants**.

- a. The enrolment period will take at least 7 calendar days;
- b. Communication of selection results will be made by e-mail and on the website of UMFCd, at least 5 days before the first activity of event, with the mentioning of confirmation of participation in maximum 1 day;
- c. The Project Coordinator will make a final list of participants.

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7. Administrative activities – this stage of the planning phase involves:

- a. Realization of visits to the location of event, in different stages of implementation process, for the purpose of identifying the specific needs of event;
- b. Planning of arrangement of spaces/rooms.

8. Identification of necessary resources

- a. **Location.** For the selection of room or space for the event, we will take into account several factors on which the good carrying out of event depends:

- i. Number of rooms/spaces;
- ii. Size of rooms;
- iii. Access area of participants and guests;
- iv. Registration area of participants;
- v. Cocktail area;
- vi. Area dedicated to media;
- vii. **Lights** – the rooms must be sufficiently lighted. Also, we have to take into account the possibility of projections which require reduced light (e.g., curtains/shutters);
- viii. **Access to plugs** – checking the distance between the equipment which must be connected to electricity and plugs, assurance of extension cords.
- ix. **Cleaning**
Identification of the responsible person for cleaning of rooms;
communication of the event organization period; finalization of cleaning at least 2 days before the first day of event;
Assurance of cleaning for the whole event implementation period.
- x. **Furniture** – must be sufficient and adequate to the type of room selected.
 - tables;
 - presidium table;
 - Speaker desk;
 - Chairs;
 - Cocktail meals/ meal serving.
- xi. Checking the functioning degree of air conditioning systems, radiators, toilets and request for remedy and repairs (if applicable).

b. Equipment:

- i. Video projector;
- ii. Projection screen;
- iii. TV sets;

- iv. Laptops;
- v. Microphones;
- vi. Loudspeakers.

- 9. Event materials (printouts)** – will be made by the University Publishing House "Carol Davila", based on a written request.
- 10. Meal services and coffee break** – will be made by the UMFCF Cafeteria, based on a written request.
- 11. Photo-video services.** The assurance of photo-video services of events will be carried out by the event coordinators.
- 12.** Realization of the **event schedule** and its communication to participants will be made by email and on the website of UMFCF the websites of partners.
- 13.** Arrangement of space at least 1 day before the start of event, according to the plans previously approved.

Art. 12. Phase III — Implementation of student event

The implementation stage of student event is the execution phase of the project plan, according to the elements set out by art. 11. Here we envisage a series of specific actions made only on the event day:

- 1. Realization of briefing (revision) of the main activities and responsibilities;
- 2. Sound tests, lights and image;
- 3. Coordination with the representatives of location and the service providers;
- 4. Epidemiological screening of participants by completing the questionnaires and measuring their temperatures according to the legal provisions or any other regulations set out by acts issued by the national authorities;
- 5. Meeting the guests/ speakers and guiding them to the allotted space (presidium table/ speaker desk etc.);
- 6. Meeting the participants and their distribution to the registration area;
- 7. Participants will complete the attendance list (*Annex 5*) and GDPR Form approved (*Annex 5*);
- 8. Distribution of promotional kits and access elements (badges) to participants;
- 9. Rolling the presentation film of the university and the visual elements of event;
- 10. Realization of photographs, videos and video testimonials of participants.

Art. 13. Phase IV — Evaluation, reporting and finalization

The evaluation, reporting and finalization phase involves the realization of the following components:

1. **Promotion of event results** on the website of www.umfcd.ro and social media accounts (Facebook, Instagram) by distribution of news, articles, feature columns, photos, videos made;
2. **Evaluation and reporting** – the event coordinator will make a report on the event and its results, which he/she will send to the Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes, within 10 days from the end of student event.
3. **Thank You Letters** – the project coordinator will make and transmit thank you letters to the guests/speakers of the event.

CHAPTER VII. FINAL PROVISIONS

Art. 14. The activities set out by art. 11 items 4 and 5 will be implemented with the approval of the *Student Entrepreneurship Division, Alumni, Student Activities, Projects and Programmes*.

Art. 15. The documents made in the event will bear the logo of UMFCd and of partners.

Art. 17. In the implementation of this methodology, the students will respect the norms set out in the University Code of rights and obligations of the student of the University of Medicine and Pharmacy "Carol Davila" of Bucharest.

Art. 18. The Methodology was approved by the Board of Directors of the University on 06.09.2021 and approved in the University Senate meeting of 28.09.2021.

Art. 19. The further amendments and supplementations will be enclosed to this Methodology.

Art. 20. This Methodology will come into force since 2021.

Art. 21. Annexes 1 - 9 are part of this Methodology.