



Procedure for Management of Events and Marketing

Version control

Version	:	01
Publishing Date	:	1 December 2011
Review Date	:	12 Months after the publishing date, and then every 3 Years
Responsible Manager	:	Provincial Communications Manager

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Introduction

1. This procedure must be read in conjunction with the Northern Cape Department of Health's Policy on Communication.
2. Requests for advertising campaigns must be forwarded to the Communications Unit outlining the following:
 - The objectives of the campaign
 - The target audience
 - Suggested channels of dissemination
 - Motivation detailing why the event of exhibition is necessary
 - Specific time frames for the placement of the advertisement

Quality Control of Events and Exhibitions

3. The units are responsible for providing accurate and relevant information to the Communications Unit who will ensure that the material is presented and formatted correctly and in an appropriate language and style.
4. All adverts must be signed off by the relevant manager in consultation with the Communications Unit.
5. The Communications Unit must ensure that the advertising campaigns are branded correctly and conform to the Departmental corporate identity.

Advertising Schedule

6. The Provincial Communications Unit will compile a quarterly advertisement campaign schedule based on requests received from the directorates.
7. This schedule will be submitted to the manager at the beginning of each quarter.
8. Requests for advertisement, advertorials and advertising campaigns must be submitted to the Communications Unit at least two months in advance.

