




The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR EXHIBITIONS (CUEA/DVC ACD/CCM/02)	CORPORATE COMMUNICATIONS MANAGER
	NO. OF APPENDICES:
	1 (ONE) A


AUTHORIZATION

This Standard Operating Procedure is issued under the authority of:

TITLE	DEPUTY VICE-CHANCELLOR –ACADEMICS
SIGNATURE	
DATE	19th August 2014
ISSUE DATE	19th August 2014
STAMP CONTROLLED / UNCONTROLLED	CONTROLLED

NOTE:

1. Write amendments on the page provided (Clause 0.2)
2. Controlled copies of this document will be in the DVC Academics and the Corporate Communications Department.

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0.2 Record of Changes

No.	Date <i>(dd-mm-yy)</i>	Details of Changes		Authorization
		<i>Page</i>	<i>Clause/subclause</i>	<i>Title</i>

0.3 Distribution / Circulation

This Standard Operating procedure is available at relevant functions for authorized users.

1.0. PURPOSE

The purpose of this procedure is to effectively create awareness to the public about the university programmes and publications through displays during exhibitions.


2.0 SCOPE

This procedure shall apply during the management of an exhibition of the university programmes and publications through displays and during exhibitions.

3.0 REFERENCES

- 3.1 CUEA Quality Management Manual
- 3.2 ISO 9001:2008 Standard

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4.0 DEFINITION OF TERMS

4.1 Marketing: is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others

4.2 Exhibition: An exhibition, in the general sense, is an organized presentation and display of a selection of items for our case the university programmes and publications.

5.0 PRINCIPAL RESPONSIBILITY

The Corporate Communications Manager has the overall responsibility to ensure that the procedure remains adequate for its intended purpose and is effectively applied.

6.0 METHOD

6.1 The Corporate Communications Manager (CCM) shall receive the invitation to participate in the exhibition.

6.2 The CCM shall initiate a meeting with the Registrar within two working days on receiving the invitation to discuss it.

6.2.1 If the CCM and the Registrar do not approve to participate a communication (email, fax or letter) is send to the exhibition organizers giving reasons for not participating.


6.3 If the CCM and the Registrar agree to participate, they will formulate a budget which will be submitted together with a request to participate to the DVC Academics.

6.3.1 If the DVC Academics does not approve, the request is sent back to the CCM with comments.

6.3.2 If the DVC Academics approves the budget, the CCM and Registrar shall communicate back acceptance to the organizer / inviting institution on the University's the participation.

6.4 The CCM shall write a report of the exhibition and forward it in three(3) weeks time to the DVC Administration / DVC Academics.

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7.0 APPENDICES

7.1 Appendix A: Exhibitions Approval Form



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A.

Corporate Communications Department

EXHIBITIONS APPROVAL FORM

**P.O. Box 62157
00200 Nairobi - Kenya
Telephone: 8891601-6
Fax: 254-20-8891084
E-mail: pr@cuea.edu**

Request No. _____ Date: _____

Institution Inviting: _____

Reference of Invitation: _____

Date of Exhibition: _____

Venue of Exhibition: _____

Discussion between University Registrar and Public Relations Officer	
University Registrar	Signature & Date
Public Relations Officer	Signature & Date

Approval by DVC Academic Affairs	
DVC Academics	Signature & Date

NB: Please Attach Invitation Letter

CUEA/DVC ADM/CCM/05/fm01

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