



INSTITUTE OF
BUSINESS MANAGEMENT

Marketing & Communications

Standard Operating Procedures

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1. Introduction

- MARCOM facilitates the designing of print and digital media collaterals, promotion of academic programs and the programs/workshops/training sessions offered by departments such as EMEC, CIT, SSKIC, ORIC and others.
- However, timelines must be adhered to so that MARCOM can work to implement an effective marketing strategy.

2. Communication Procedure for Task Requests

IoBM Departments when assigning work to MARCOM are requested to follow the protocol as below:

- All Departments are requested to fill the MARCOM Service Request Form to share information about their event that can be accessed from this link mentioned on: marcom.iobm.edu.pk .
- All photos are to be attached as JPEG (high resolution) along with the content to be used for the collaterals.
- If any external logos are to be used, they should be attached as a PNG or AI file. The logos should be provided by the organization and not downloaded.
- Any revision/change should be communicated within 1 working day of receiving the collateral.
- Delays arising due to wrong/incomplete information and content will add to the lead time.
- It is recommended that MARCOM is involved in the initial planning process so we are aware of the modalities of the program, the theme and objective, the nature of guests invited, and the date of the event so we may share our feedback on its practicality.
- Please note that MARCOM requires between 5-7 working days as turn-over time. Detailed timelines are mentioned in this document for each type of activities.
- Kindly ensure all communication takes place via e-mail and not through WhatsApp or any other communication channel.

3. SOPs for Website Content Management

Data Submission Guidelines

Departments must share clear content for publication on their website with a deadline of at least 2-3 days.

- **For College / Department / Degree Program Pages**
 - Content to be added/replaced should be submitted in MS Word format with clear formatting, including headings, sub-headings, and links.
- **News and Events Section**
 - News activities will be exclusively placed in the designated News and Events section (<https://www.iobm.edu.pk/news-events/latest-news>).
- **Images**
 - Images should be attached to the e-mail. However, images for the News and Events section will be used from the pictures taken by MARCOM.
 - In addition, the images that departments share with us for their pages will be scrutinized and approved as per policy.
- **URL**
 - The URL/webpage where the content needs to be uploaded must be clearly stated.

Branding and Design Guidelines:

- The branding and design of all websites, including IoBM, CIT, SSKIC, EMEC, ORIC, and QEC, shall not be altered.
- Content shared by departments to be uploaded and published on the website / specific webpages must adhere to the respective website's native template and branding guidelines.

- The font size, style, color; placement of display banner, images and videos, will follow the template of the website and will remain the same for all departments.
- Font size, type, and style shall remain consistent with the templates for each website. It will not be changed under any circumstance as we have to present a uniform theme across all websites/pages.

Video Guidelines

- If a department intends to upload a video on its website, MARCOM will provide feedback on its content to ensure alignment with the IoBM brand, including resolution, orientation, images, text, and music used in the video.

Slider Content Policy

- Design will have minimal information based on the content provided.
- Placement of the slider will be at the discretion of MARCOM.

Employees' Profile Management

- The Human Resource (HR) Department must duly inform MARCOM about the employees who have left IoBM so their profile can be removed from the website's 'Our People' section.
- Additionally, information on newly joined employees must be shared with MARCOM to be uploaded in the 'Our People' section. This information should include: complete name of the new resource, designation, department, extension number, e-mail, room number, and a brief profile.
- MARCOM will capture high-resolution pictures of resources for their profile pages on the 'Our People' section.
- HR department should inform new employees to contact MARCOM within the first week of joining to schedule their photo shoot.

Web Page Management

- Certain departments will be given access to update data for their specific pages.
- MARCOM will provide passwords to access the site, please do not change the passwords and sharing of passwords is strictly prohibited.
- Passwords will be shared only to a designated focal person of the requesting department, for the sole purpose of uploading content on a specific place on the website. Password holders are prohibited from altering the design in any manner whatsoever.

4. SOPS for Marketing and Promotion of Conferences

Pre-Conference Planning

Purpose

Establish a streamlined approach for marketing conferences organized by IoBM's academic departments, ensuring efficient collaboration between MARCOM and the organizing department for timely completion of design and printing tasks.

Focal Person

Organizing department to connect MARCOM with a focal person to coordinate the planning for the collaterals and media matters.

Requirements

The focal person of the organizing department should fill out the Service Request Form at least 2 months before the opening date of the conference.

The following content should be shared:

- Conference name
- Theme
- List of speakers with pictures
- Schedule of the event

Procedure

- MARCOM will hold multiple meetings with the organizing department's focal person to discuss upon the content development, printing and timelines.
- MARCOM will share draft designs with the organizing department for review and approval in 7 working days after the sending of the required information as mentioned in the above-mentioned point.

4.1 Design and Brand Positioning for Conferences

Branding

- MARCOM will provide the organizing department with two branding options for the Conference, and one layout will be selected for consistency across all printable items.
- Designing of the printables will prioritize loBM's brand equity, recall and aesthetics aligned with the conference theme.

Logo

- If the conference has an approved existing logo and design language, it will be retained without any changes. The color of the logo will be changed to resonate with the year's conference theme.

New Conferences

If a department is organizing a conference for the first time, it should inform MARCOM of the following, at least 1 month before the CALL FOR PAPERS ANNOUNCEMENT is scheduled:

- Name of the Conference
- Acronym of the Conference
- Name of the Organizing Department
- Objectives of the conference (5 bullet points)
- Color Themes (If there is a need for a particular color)
- MARCOM will share two color layouts with the organizing department for selection.
- The selected color layout will be used consistently across all printable items.
- Designing of printables will adhere to the chosen color layout and align with the conference theme.
- MARCOM manages existing logos; any proposed changes will be communicated to the organizing department.

Revisions in Designs

Once finalized, the theme / designs will not be changed.

Timelines

Please provide all content 1 month before the call for papers announcement.

4.2 Size of Collaterals for Conferences

MARCOM highly suggests all departments aiming to organize conferences to follow the following list to bring uniformity in the collaterals:

Printing Collaterals

Backdrops

	Sizes
• IoBM Auditorium (Mid)	17ft w x 6ft h
• IoBM Auditorium (Full)	23 ft w x 6ft h
• EMEC Conference Room Admin Building	8ft w x 5ft h
• SSK Examination Hall 1st Floor	17ft w x 6ft h
• SSK Amphitheatre 2nd Floor	8ft w x 5ft h
• Classrooms	8ft w x 5ft h
• SAC Passageway	40ft w x 8ft h

Standees

• Standees	2ft w x 5ft h
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Shields

• Acrylic Shields	5 in w x 7in h
• Wooden Shield	4.5 in w x 6 in h

Brochure and Flyers

• Conference File Folder	13 in w x 9in h
• Program Agenda Brochure	A4
• Flyers	A4
• Abstract Book	Front Page A4 300 gms

Branding

• Badges	4 in w x 6 in h
• Certificates	A4 – Art card 300 gms

Giveaways

• Writing Pad	4.5in w x 8.5in h
• Ball Point Pen	Generic size
• USB Card	3.5in w x 2 in h
• Conference Bags	IoBM Non-Woven bags
• Special Requests	To be decided as per budget and availability.

4.3 Website Management for Conferences

Purpose

Establish a systematic approach for creating and managing a dedicated webpage for conferences, ensuring accurate and comprehensive representation online.

Procedure

• Information Collection

The organizing department is responsible for sharing the following details with MARCOM to initiate the website creation process:

- Name along with its abbreviation
- Theme
- Dates
- Program agenda, including a complete schedule with session names and invited speakers

Webpage Creation

The organizing department to share with MARCOM the content to be placed on the conference's webpage.

Content Updates

The organizing department is encouraged to inform MARCOM promptly about any changes or updates to the conference details, ensuring the webpage remains current.

Visual Elements

MARCOM will incorporate relevant visual elements, including the chosen color layout and logos, to maintain consistency with the overall conference branding.

Timelines

Please provide the content at least 1 month before CALL FOR PAPERS ANNOUNCEMENT so that it is completed accordingly.

4.4 Placement of Backdrops/Standees on Campus for Conferences / Seminars / Events

Backdrops Placement

Backdrops will be placed in the following locations:

- a. Sidewalk in front of the CBM Building.
- b. Venue where inaugural sessions/workshops are to be held, including:
 - IoBM Auditorium (CBM Building)
 - EMEC Conference Hall (1st Floor, Admin Building)
 - Examination Hall (1st Floor, SSKCE Building)
 - SSK Amphitheatre (2nd Floor, SSKCE Building)
 - Classrooms (CBM Building)

Departments should contact Maintenance Department for framing and placement of the backdrops.

Standees Placement

Standees will be positioned in all campus buildings, including:

- Administration Building
- CBM Building
- CCSIS Building
- SSKCE Building
- Student's Activity Center

Banner Placement on Buildings

Strictly prohibited. No banners from the organizing department or sponsors should be placed, nailed, or hung on any building or walls.

Coordination with Purchase Department for Vendor Management:

The organizing department must directly contact Purchase Department to generate a PRF for printing of all collateral. Please do not proceed with printing on your own. MARCOM will share the final design files with the Purchase Department directly.

Photography

MARCOM will conduct photography of the inaugural session of the conference. It is advised to involve the students of the society working under the organizing department to take photographs of other sessions.

Press Release and Media Coverage

The organizing department should confirm the Chief Guest, Guest of Honor, invited at the inaugural session of the Conference 5 working days before the event so the invite can be sent to the media.

Media Seating: Last row of the Auditorium to be reserved for media personnel including reporters/cameramen.

5. Video Coverage of Events

Purpose

Establish a systematic procedure for recording or livestreaming inaugural sessions of conferences, ensuring timely coordination and communication between the organizing department and MARCOM.

Notification from Organizing Department

- The organizing department should consult MARCOM if they need any video coverage of the event .
- MARCOM will decide the scope of work according to the need and scale of the event.

6. SOPs for Marketing of Seminars, Workshops, Book Launches, Talks, Guest Speaker Sessions and Panel Discussions

Sharing of Details and Information

The organizing department will share details and information by filling the Service Request Form at least 7 working days before the event is scheduled.

Backdrop Sizes

- | | |
|---------------------------------|---------------------|
| • IoBM Auditorium (Mid) | 17ft w x 6ft h |
| • IoBM Auditorium (Full) | 23ft w x 6ft h |
| • EMEC Conference Room (Admin) | 8ft w x 5ft h |
| • Amphitheatre, 2nd Floor SSKCE | 8ft w x 5ft h |
| • Digital version: | 1920px w x 1080px h |

Standee Size

- 2ft w x 5ft h

Shield

- | | |
|-------------------|-------------------|
| • Acrylic Shields | 5 in w x 7in h |
| • Wooden Shield | 4.5 in w x 6 in h |

Certificate

- A4 size with standard design

Photography/Video Coverage

- Please consult with MARCOM 5 days prior to the event.

7. Representing IoBM in Print, Electronic and Social Media

Representing IoBM in Media

- Print, electronic and digital media outlets of Pakistan may at times request IoBM's academic HoDs to share their comments on topics of academic and research, public or foreign policy.
- If anyone is approached by the media/press, please keep MARCOM in the communication loop.

Print Media Guidelines

- The concerned HoDs/faculty approached by print media are kindly requested to share their written comments with MARCOM before sharing it with the print media reporter/editor/personnel.
- MARCOM will ensure the content conforms to IoBM brand guidelines and communication practices

Electronic Media Guidelines

- The concerned HoDs/faculty approached by the electronic media channel are requested to inform MARCOM about their appearance on a TV channel or on radio beforehand.
- MARCOM will facilitate the concerned on how best to present the IoBM brand.

8. SOPs for IoBM Flyers

MARCOM has designed department-wise flyers for promotional purposes. These flyers will be printed in bulk to be distributed among potential students.

- The flyers have a three-fold design that is printed on both sides of an A4 page.
- Departments must not design or print any collateral for their departments.
- Departments can collect flyers from MARCOM.

9. Marketing of Society Events

- MARCOM does not cover society events. it is advised that the members of the society take pictures of the event. They can share the pictures and a detailed write-up with MARCOM.
- The student society should use the updated, high-resolution logos of IoBM and its four colleges. They can acquire these logos from MARCOM.





10. Social Media SOPs

These are the guidelines for all type of social media communication on the behalf of IoBM.

1. Do not use IoBM's identity, such as name, color, and emblems, except as permitted under the Brand Guide of IoBM.
2. All social media handles bearing IoBM's names or departments must be created by MARCOM.
3. No department will design or share any post related to IoBM admissions rules, policies, criteria. All such information shall be shared through IoBM's official social media pages.
4. Departments that already have a Facebook page must handover their pages to MARCOM. They shall be revised according to our policy.
5. Avoid creating content based on religion, ethnicity and politics.
6. All Facebook pages by departments will be monitored by MARCOM. Any post that does not comply to IoBM's social media SOPs shall be deleted.
7. All degree and program-related talks, webinars should be promoted and conducted through IoBM's official social media. HoDs/Faculty should not use their personal profiles for this purpose. They may reshare the content from IoBM's official pages.
8. Use of IoBM's name, branding or associations with commercial entities without prior knowledge is strictly prohibited. All content for commercial entities must be approved by MARCOM.
9. Only designated 'Editors' can post content or communicate through the social media handles. Head of Departments must nominate the said person.
10. The communication must be clear, concise and highly professional. The only language that can be used is English. Refrain from using Roman Urdu and any other languages, unless required or approved by MARCOM.
11. Departments cannot create their Youtube channel. A video from a department shall be shared on IoBM's official channel after approval.
12. All brochures, promotional material, marketing collateral, flyers, booklets, pamphlets for print or in digital form for social media or in PDF shall be designed by MARCOM.
13. Only photos captured by the Media/MARCOM department or photographs taken by the concerned department approved by MARCOM will be uploaded.
14. Refrain from sharing any sort of personal activities. All content should be in context of IoBM.
15. Do not disclose confidential information, data, internal presentations and correspondence with anyone without prior approval from the Senior Management or MARCOM.
16. Please respect all intellectual property rights and laws. Do not use photographs/music/graphics/designs/videos/soundbites or any other media content without a commercial license. Please consult with Media/MARCOM Department for such content.
17. When engaging with the audience maintain professionalism under all circumstances. Report any escalating crisis to MARCOM. Do not engage directly.
18. The departments of IoBM desirous to having their departmental social media pages should inform MARCOM about the need to have one.
19. MARCOM will create the page and share the login details with the focal person nominated by the HoD of the requesting department.
20. The focal person should adhere to the above-mentioned social media policies.



Contact Us

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