

**भारतीय मानक ब्यूरो**  
**मानक समन्वय एवं निगरानी विभाग**

**संदर्भ :** एससीएमडी G:19/2

**दिनांक :** 11.09.2021

**विषय :** Guidelines for Publicity of Events organized by Technical Departments for Promotion of Standards and Standardization (Webinar/ Seminar / Workshop/ Conference)

Please find enclosed note on “Guidelines for Publicity of Events organized by Technical Departments for Promotion of Standards and Standardization (Webinar/ Seminar / Workshop/ Conference)”.

All officers posted in Technical Departments to follow these guidelines scrupulously and sincerely while organizing such events.

Technical Department Heads are requested to bring this to the attention of all officers in their respective departments.

Sd/-

( चिन्मय द्विवेदी )

**प्रमुख मानक समन्वय एवं निगरानी विभाग**

**Circulated to all Technical Departments**

**Copy to:**

**DDG (Standardization – I)**

**DDG (Standardization – II)**

} For kind information please

**ITSD (for uploading on BIS Intranet)**

**Guidelines for Publicity of Events organized by Technical Departments  
for Promotion of Standards and Standardization**  
(Webinar/ Seminar / Workshop/ Conference)

**Pre-event**

1. Technical Departments shall prepare manuscript of the event brochure covering brief information about the event, the programme, along with speakers' details and the meeting registration & joining link (in case of webinars and hybrid events).
2. The above may be prepared sufficiently in advance and shared with PRD.
3. PRD shall prepare the brochure, and Social Media post(s) and widely disseminate through all BIS Social Media platforms.
4. The Technical Departments shall also simultaneously, extensively circulate the event information along with its complete details widely to all stakeholders through E-mails, as well as WhatsApp groups and department's social media pages (if exist). The organizing department's officers may share these posts on their social media accounts as well.
5. ITSD may prepare a banner of the event in consultation with the technical department and host on BIS website.
6. Follow-up post(s)/mail(s) as necessary, may also be issued through all above stated media to remind the potential participants.
7. If required, PRD may invite media for coverage of the event and also issue a press release as a curtain raiser with inputs from the concerned department.

**During event**

8. In appropriate cases, live streaming through Facebook and YouTube or other such platforms may also be enabled.
9. If required, video recording of the event may be done by PRD for later uploading on YouTube channel of BIS. Link of this video may be shared as and when required.
10. Concerned department may note the proceedings of the event.

**Post event**

11. In appropriate cases, particularly large events of strategic significance, the proceedings of the event may be highlighted through Social Media post(s) and issuing press release. Technical Departments shall provide PRD a brief write-up/ draft press-release along with photographs, information for blog and in appropriate cases, recording of the event. The press release may be issued the same day to keep the news value of the event intact.
12. Based on the inputs provided, PRD shall take necessary action with regard to press release for publishing it in important dailies and digital coverage. PRD may also share the consolidated coverage received in the media.

**Immediately after the event**

13. Technical Departments shall also upload the details of the event on the Consumer Engagement Portal.
14. The Technical Departments shall e-mail a Newsletter to all their stakeholders giving a brief of the event along with photographs and the link to access the video-coverage of the event, also requesting for its further circulation/publicity. This may also be circulated to various subject journals/magazines.
15. Technical Departments may send a gratitude letter, issued by Head or Activity Head to the eminent speakers/ chief guest/ guest of honour, etc.
16. The Technical Departments shall prepare a report of the event. The report may also be shared with the Editor/Publisher of Standards India who may appropriately utilize the same for publishing it suitably in Standards India.