

**Office of the Vice Chancellor for Advancement  
Center for Institutional Communications  
Organizational Communications Office**

**Guidelines for Event Coverage Requests**

**Rationale:**

The Center for Institutional Communications-Organizational Communications Office provides coverage services for institutional events. From the coverage, we create content to promote Benilde's extraordinary stories of Inclusion and Innovation, which are then posted on our institutional social media pages. These content are also used by the requesting offices for their own marketing and communication efforts.

**Request and Evaluation Process:**

All coverage requests should be made through the Coverage Request Form at <https://bit.ly/2RNnFqr> and must be submitted within a minimum of seven (10) working days prior to the actual event.

For Special Coverages, requests must be submitted within a minimum of 3 weeks prior to the shoot itself. This is due to planning, meeting and further discussion of the shoot.

The Center for Institutional Communications will review the requested email within 5 working days and will get in touch with the requestor. Please note that due to limited resources, we might not be able to respond to all requests. In such cases, we recommend requesting for documentation services from the Learning and Resource Center.

**Procedures:**

The requester must submit all the document files for the said event.

- Name of requester
- Requester's department/school/organization
- Contact information (email, phone number)
- Title of the event
- Event date period
- Event Location
- Project Brief of the event
- Program/Timeline flow

If the event location is outside the campus, the requestor must provide the coverage team with a service vehicle to ensure safety of the team and equipment that will be brought.

For more information, contact the Organizational Communications Office at 5250748 or email [communications@benilde.edu.ph](mailto:communications@benilde.edu.ph).