



Event Planning

Big or Small

Planning is one size for all...



KALEIDOSCOPE



| **ka-lei-do-scope** _ (k -l d -sk p) KEY

| **Noun:**

A tube-shaped optical instrument that is rotated to produce a succession of symmetrical designs by means of mirrors reflecting the constantly changing patterns made by bits of colored glass at one end of the tube.

| A constantly changing set of colors.

| **A series of changing phases or events: a kaleidoscope of illusions.**

ka-lei do-scop ic (-sk p k) KEY or ka-lei do-scop i-cal (*Adjective*),
ka-lei do-scop i-cal-ly (*Adverb*)

Planning an Event



- | What type of event are you planning?
- | What do you want to accomplish with this event?
- | Who will attend?
- | What is your marketing strategy?



Overview

- | Project Management
- | Tasks
- | Timelines for Planning
- | Budget
- | Supplies
- | Site Selection
- | Contracts
- | Logistics – Food & Beverage – AV Equip
- | Evaluations

Project Management

- | Manage Information
Excel Spreadsheet



TASKS



- Committee to Help Plan the Event
- Determine guest list (address/e-mail)
- Compose invitation; include RSVP and a map to the venue if necessary
- Mail/E-mail invitation

TASKS (continued)

- Other things needed for a successful event
 - If you're going into someone else's territory, make friends – take the time to learn their names, engage them in the event planning, make them your ally.....
 - Tap into local partners of education for donations of any kind – freebies; monetary; food, you name it! Have a business card or letter for verification.

Tasks (continued)

- Emcee/facilitator
- Key Note Speaker
- Volunteers Pre or Post – for set-up/take-down
- Student Volunteers – musicians/greeters/escorts
- Site Visitations – Initially during the very first planning stage; and, do a walk through after set-up

Tasks (continued)

- Day of Event “key cards” with important contact phone numbers for volunteers to contact in case of problems.
- Post event – thank yous to volunteers, donors, custodians, etc.
- Special **Thank You** to that head custodian or main contact person at the venue.
(We used Fred's favorite....chocolate Bavarian cream filled long johns from Arnie's!)

Timelines

I Timeline for Preparation

- Start at 18 months
 - I Two month intervals
- 2 weeks out
- 1 week
- Meeting Day
- Post event evaluation

Timelines

- I Date of Event
- I Schedule of meetings to discuss progress towards event date.
- I Spreadsheet with specific timelines and tasks, listing who will be responsible for each task. This should be reviewed and updated at each meeting.



Budget

I Budget (sample)

- Break-even point
 - I Total fixed costs/registration fee - variable cost for food and beverage per attendee
- Registration fee
 - I Total fixed costs + variable costs for food and average per attendee/# of attendees

Budget Worksheet



- | Event Space Rental Fee
- | Printing Costs - Programs
- | Advertising
- | Scenery/props
- | Equipment Rentals (tables, chairs, linens, etc.)
- | Entertainment – Music, Sound System
- | Catering/Refreshments
- | Invitations
- | Incidentals (name tags, place cards)

Budget Worksheet



- | Cash Box - Start Up Money
- | Lighting
- | Center Pieces
- | Podium
- | Microphone
- | Interpreters/Translator
 - Copies of speech prior to event
- | Raffle License
- | Security
- | Day Care Providers

Site Selection

- | Tour like an attendee
- | Ask questions during site visit
- | Emergency planning
- | Choosing a site
- | Using a Convention and Services Bureau

Contracts

- I Contracts/Negotiations
 - Overnight accommodations
 - One free overnight for every 50
 - Liability
 - Signing authority

Contracts

- I Things to consider
 - Copyrights/Materials
 - Music Licensing
 - BMI/ASCAP

Charitable Gaming License

- I Raffle Licenses –
 - According to the State of Michigan Bureau of State Lottery, Rule 502
 - a qualified organization is exempt from obtaining a license to conduct a raffle if all of the following elements are present:
 - a) All raffle tickets are sold at the single gathering of the qualified organization;
 - b) The drawing is conducted at the same single gathering where the raffle tickets are sold and prizes awarded;
 - c) The total retail value of all the prizes does not exceed \$100.00 in a consecutive 24-hour period.
- I The cost to apply for a license is \$50.00
- I The license must be displayed in a prominent place at the event.



Meeting Room Setups

- | Meeting Room Setups
 - Theatre style
 - Classroom style
 - Banquets
 - Reception
 - Hollow square/U-shape
 - Carnivals
 - Expo

Speakers

- | Use speakers bureau
- | Share speakers

AV Equipment

- | Podium
- | Microphones
- | Screens
- | AV Cart
- | Internet

Food and Beverage

- | What and when to serve
- | Placement of food
- | Types of foods to choose
- | Timing of the food and beverage
- | How to get the most out of your food and beverage budget

Marketing

- | Marketing
- | Social Networking
 - Blogs
 - Facebook
 - Twitter
- | School District Website

Supplies



- | Supplies - Exactly what do you need to have a successful event?
 - Toolbox.....
 - Paper/Pens/Pencils/Markers/Post It Notes/Scotch Tape/Masking Tape/Duct Tape/Paper Clips/Fun Tack/Highlighters/Stapler/Index Cards/Scissors/Rubber Bands/First Aid Kit/Supplies
 - Cash Box
 - Extension Cords/Power Strip

Supplies (continued)



- Refreshments/Food
- Paper Products
- Sign-In Sheets
- Signage
- Table #s/Identifiers
- Stanchions
- Hand Stamp
- Antibacterial
- Kleenex

Day of Event

- | Check condition of meeting space
- | Restrooms
- | Surrounding areas
- | What else is going on in your space?
- | Timing of event
 - What is coming in when?

Evaluations

- Paper
- Online
 - | Zoomerang - \$350 per year
 - | Survey Monkey - \$200 per year or free
 - | Free – use fill-able PDF

Resources

- | MISGMP – www.misgmp.org
- | MSAE – www.msae.org
- | CMP – www.conventionindustry.org
- | BMI – www.bmi.com
- | ASCAP – www.ascap.com

Questions

- | Speakers
 - Sandy Harvey, Grand Rapids Public Schools – harveys@grps.k12.mi.us – 616-819-5378
 - Debbie Kopkau, MIEM/MSBO – dkopkau@msbo.org – 517-327-2587
 - Sue Nelson, Fitzgerald Public Schools – suenel@fps.fitz.k12.mi.us – 586-757-1750
 - Ineke Zweerus, Grand Rapids Public Schools – zweerusi@grps.k12.mi.us – 616-819-2193
