



EVENT EXECUTION COORDINATION CONT.

2. Prepare supply chain/logistics document

Basic business studies

What is a Logistics Business Proposal

A proposal is a plan that needs approval from a committee, and since it is a business proposal, then the thumbs-up sign coming from corporate bosses is the gesture to anticipate. With so many proposal templates available online, creating one is not anymore a hassle, especially if you modify it for the logistics industry. Any logistics company would love to bridge with other establishments either for long term strategic operational project logistics, or short term tactical service improvement. Thus, the objective is the integration of new supply chains and the betterment of the process. So, building frontiers start from a decent logistics plan business proposal.

A Note Before You Start

The first step is to meet with your prospective client to discuss what they have in mind for this event, what the purpose is, the number of guests, and what they hope to accomplish. In addition to date, time, and desired location, note any ideas regarding the theme, catering, overall aesthetics, colors, or ambiance discussed during this meeting.

Getting Started on the Event Proposal

Each proposal should be written with the client in mind. [Event planning](#) is a service business, and that service, personal touch, and creative approach are what make an event successful and memorable, two characteristics that go a long way in generating new customers for your business. Proposals should be well written and thoroughly researched, providing the necessary details so that the client can envision what you have in mind.



1. **Introduce yourself and the project.** Begin with a brief introduction to you and your event planning business. Include specifics such as how long you have been in business and your professional background. Some planners put this section at the end, much like a book author's biography on a dust jacket or back cover.
2. **Write an attractive event description.** Summarize the actual event, including the details discussed during your meetings, such as the goal of the event, general time frame, number of guests, and possible venues. If you are not a skilled writer, find or hire someone skilled with words to give this section as much appeal as possible.
3. **List all services provided.** This section is particularly important. The client needs to know specifically what services you will provide for this event. A checklist with bullet points clearly shows the different services that are included. This approach works well for smaller functions such as bridal showers or celebratory dinners and is easy for the client to see what you will do and any vendors you will use. For larger events with multiple functions, such as a cocktail hour or luncheon, you may want to create sections for each aspect of the event and then list the specific services provided for each one.
4. **Show your previous work.** If you have planned similar events in the past, include photos of these events to showcase your work. Visual representations can help the client see what you can do, and are a great assurance to you that your style matches their vision. Having things to

compare against can really help streamline the event once it comes time to break ground.

5. **Incorporate monetary information throughout.** While the client may be reading your proposal and taking in all the details and images of the event you envision, this mindset usually shifts gears when it comes to the section that talks about money. You don't want the process coming to an abrupt stop, so avoid sudden changes in the language or tone to all business and facts. Title a section "Proposed Costs" and continue to guide the client through the aspects of this event by carefully articulating the costs, while peppering prices throughout the proposal. Help your client see your proposal as a series of steps, each with different services and related costs. Provide a detailed summary that lists the price for each item and its purpose so that the client can envision the event and understand the related cost.

A Final Word (最后一句话)

The last piece of your proposal is a thank-you for their consideration. Provide contact information—including your website, email address, and phone number—so that prospective clients can get in touch with you with any questions or, even better, to hire you for the job.

5 Steps How to Create a Logistics Business Proposal

Complex systems have to start somewhere, and every line is a connection of two points. Piecing the puzzle needs winning proposals to allow the fit. So follow the simple list below to get started with your plans for a perfect match.

Step 1: Know the Sector

Know the trade you are into so that you know what to bargain for. The logistics industry is vast, and you should know your footing. Why propose when you do not understand what you are getting into? And if you're planning to make proposals in word, then get your details straight!

Step 2: Define Your Terms

Connecting the dots needs convincing the other end to draw the line. If your terms are far from each other's goals, then consider going back to the drawing board. Make sure that your proposals in pages speak the conditions fit for an acceptable deal.

Step 3: Keep it Real

The art of moving people needs facts, and every business person is keen to hear doable benefits. Do give them a dream to cling but also a workable one. Those propositions bear weight when your plans are ground solid.

Step 4: Speak Softly

Whether in speaking tone or the writing voice, convincing is not coercing. Use an amiable language that commands respect. You do want your proposals stuck in the ears of the target audience and at the same time, received well without resistance. Speak softly and let your propositions warm hearts. Even though you are making proposals in google docs, and you are planning to send them via mail, let the content caress the ears of your potential partners.

Step 5: Offer a Treat

You want your proposals to be fruitful; thus, offer an extra treat from your sleeves to seal a sure yes. Whether it could be discounts, extra materials, or perks when there is a done deal, make sure that you have something to keep their thumbs up.

Building bridges and connecting roads need a partnership that will last. However, before any set agreements, a well-formatted and fact-laden proposal is the first step towards good business. Not only does the supply chain concerns itself with pathways, so does the companies behind them. So grab a logistics business proposal now to have a well-deserving handshake!

Logistics documentation

When items are transported either domestically or internationally the delivery must be accompanied by the relevant documentation. The amount of documentation varies depending on if the shipment is within the country or to another country.

Event Planning Logistics Form Student-Led Events

Booking forms should be submitted to events.coordinator@falm.ac.uk a **minimum** of two weeks prior to your event date.

| | | | |
|----------------------------|--------------------------|-------------|--------------------------|
| Event name | 1980's Disco Night | # attendees | Approx. 100 |
| Start date | 3 rd Feb 2016 | End date | 3 rd Feb 2016 |
| Purchase Order (PO) number | 222113 | Cost Code | F38502H |
| Tutor Name | Matt Kirby | Tutor Email | matk@falmouth.ac.uk |

Please list the event organiser details. If different people are responsible for organising separate elements you should list each individual and their specific area of responsibility (e.g catering; security; marketing)

| Event Organiser (name & email address) | Area of responsibility |
|--|------------------------|
| Jane Smith j.smith@falmouth.ac.uk | Project Leader |
| John Smith j.s.smith@falmouth.ac.uk | Health & Safety |
| Fred Jones f.jones@falmouth.ac.uk | Finance |
| Vera Brown | PR & Marketing |
| Julie Green | Security |

PLEASE READ THE GUIDANCE NOTES BEFORE COMPLETING EACH SECTION

| ROOM BOOKINGS | | Please state times below: | | | |
|----------------------------|-------------------------------|---------------------------|-------|-------|--------|
| Building | Rooms booked (please list) | Set up | Start | End | De-rig |
| All | | | | | |
| Design Centre | | | | | |
| Electron On Platform (EOP) | | | | | |
| The Exchange | | | | | |
| Police Centre | | | | | |
| Polar Lounge (PL) | | | | | |
| AMAXA | Studio A,B,K - Bar facilities | 08:30 | 19:30 | 21:30 | By 1am |
| Penryn High House (PH) | | | | | |
| Outdoor Space | | | | | |
| Other (please state) | | | | | |

Event Planning Logistics Form

A simple event planner such as this document is a big help in keeping your records straight. Making a plan in Word is easy using this template as a guide. So better start organizing your event productions and event programs to have an error-free execution!

Pre-Planning — Event Details & Other Campus Policies

- **Volunteers:** Assign volunteers specific tasks for day of (check in, set up, etc.) and give them some form of identification
- Registration/Check in

Day-Of-Event Logistics

- A list of contacts with cell phones for volunteers
- Follow a schedule for set up to be ready for event on time
- Use a cash box and other money precautions for accepting payments the day of (talk to advisor and UCPO). Also bring change if accepting cash.
- Bring admin supplies: Tape, scissors, pens, markers, name tags, trash bags, water
- **CLEAN:** leave venue as you found it to avoid any cleaning charges

After the Event

- Set up an activity to discuss the event with participants and event staff
- Write an event debrief, which includes the strengths of the event and recommendations for future events and upload this document to your organization's documents folder. Submit it to Event Services.
- Pay any invoices
- Send thank you cards, letters, e-mails or make phone calls to those who helped you along the way!
- Book your space for next year
- Celebrate the accomplishment!

Event Logistics Pre-Planning Template

Do preparations by having an outline for your plans. There is nothing more ready than having an events logistics planner before the actual event planning! Download this template now and use this as a comprehensive guide to your pre-planning strategies!

Logistics Worksheet

After you brainstorm and start to plan...think logistics. Please keep in mind, just because it is on the sheet does not mean you need it at your program. This document is meant as a general guideline to make sure you have your bases covered!

| For your event: | | If yes... | | |
|---|------|--------------|---------|----------|
| Will you have or need... | Y/N? | Point Person | Details | Due Date |
| Details like date, time, location for the event? | | | | |
| A cash advance? | | | | |
| Food from dining at the event? | | | | |
| Food from an outside source? | | | | |
| Transportation? | | | | |
| To book a space on campus? | | | | |
| Set-up requirements for facilities? | | | | |
| Audio Visual Requirements? | | | | |
| Paper marketing ex) posters, flyers, door tags | | | | |
| Personal marketing ex) face to face invites, personal notes | | | | |
| Electronic marketing ex) facebook event | | | | |
| More logistics on back, flip over. | | | | |

Event Logistics Plan Worksheet

There is nothing more helpful than an organized worksheet for your logistics needs. This template is even more effective when you make this plan in Excel. Plus, having an editable version is convenient for your quick changes!

| Event Logistics | |
|--|--|
| Facility Rental: | |
| Building and Room Name: | |
| Capacity: | |
| Contact and coordinates: | |
| Date booked: | |
| Booking time from: | |
| ICB sent: | |
| Next site inspection date: | |
| Venue Notes: | |
| Registration: | |
| Registration tables required: | |
| QTY: | |
| Chairs required: | |
| QTY: | |
| Waste basket required: | |
| QTY: | |
| Laptop required: | |
| Printer required: | |
| Electrical requirements (outlets & cords): | |
| Skirting and Draping: | |
| Assets required: | |
| Registration notes: | |
| Staging: | |
| Risers required: | |

Event Logistics Work Plan Template

Gather the event logistic plan resumes on your desk to see the best people fit to use this template. Download this file and use this for your strategy sessions. Plus, make sure your event logistics plan jobs are on display for would-be users of this document.

Storage and Cargo Handling Requirement

This section describes transportation and delivery in the logistics functions and the core functions of storage and cargo handling. Storage is a typical term and easy to understand, but cargo handling can be more difficult to imagine because it involves loading and unloading (上货和下货) at a warehouse (仓库) or logistics center(物流中心), transportation, warehousing management, sorting, and assortment. We need a solid understanding of these functions because they make up a large portion of logistics costs.

What Is the Receiving Inspection?

Retailers typically purchase products to sell and sell those products to the end user. In manufacturing, the necessary raw materials and parts are purchased and shipped as products. In logistics as well, cargo is accepted, inspected, stored, and shipped to markets each day.

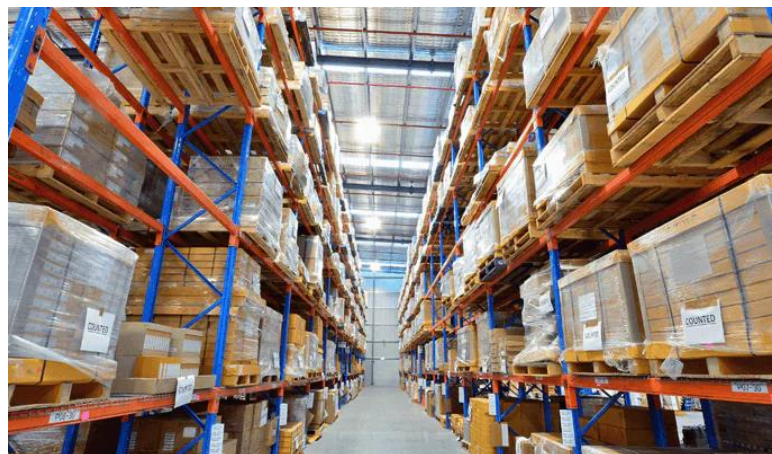
1. Cargo is received.
2. Received cargo is inspected.
3. Goods are warehoused.
4. Goods are stored and distribution processing and packaging is performed.



First, received cargo is verified against the receiving cargo list and the products, quantities, and quality are inspected. The inspection may also involve an acceptance inspection, and if there is no problem with the received cargo, the goods are entered into warehouse. Later, the goods are stored and distribution processing and packaging is performed as necessary. Warehousing and inspection data management can be recorded on paper in a ledger if the volume is low, but generally this is performed with handheld computers in warehouses and logistics centers that receive a large volume of cargo. Inventory management can be performed on cargo from storage to shipping based on the data obtained using a handheld computer when the cargo was received and inspected. This flow that took time to record on paper can now be performed smoothly and accurately.

What Is Taking Inventory?

Taking inventory is a task in which the numbers, types, and quality of all items in inventory are checked. Many people imagine inventory being taken by even small retail stores before closing the accounts. The number of products remaining in inventory is counted and the



value of inventory is checked so that the amount of profit can be understood accurately, which is useful for making business decisions. Taking inventory is important in inventory and business management. However, it can be difficult in a large-scale facility such as a warehouse or logistics center due to the massive amounts of labor, time, and costs because all goods must be checked. All operations or a portion of operations must also be stopped during the period in which inventory is taken. However, if warehousing management is performed accurately in daily work, the burden of taking inventory can be greatly reduced by adding up that data. Inventory management can be performed in real-time to help make speedy business decisions.

Prepare logistics plan

A strategic plan is a framework or series of guideposts that keeps an operating plan on the right path to meeting objectives. It defines who you are, where you want to be and how you'll get there while addressing stakeholders' concerns and expectations.

According to [Harvard Business Review](#), an estimated [67% of business strategies](#) fail due to poor execution, making effective logistics planning and strategy paramount to your company's success. A comprehensive logistics strategy should encompass strategic, operational and tactical levels of logistical planning as well as the four main pain points in the supply chain, including facility locations, customer service levels and inventory and transportation decision-making.

Logistics Planning

Logistics is the process that creates value by timing and positioning inventory; it is the combination of a firm's order management, inventory, transportation, warehousing, materials handling, and packaging as integrated throughout a facility network.

Logistics planning serves to link and [synchronise](#)([同步](#)) the overall supply chain as a continuous process and is essential for effective supply chain connectivity.

Key Activities

Logistics management may be divided into materials management and physical distribution as shown in Figure 1-1.

Key and support activities are separated because certain activities will generally take place in every logistics channel, whereas others will take place, depending on the circumstances, within a particular firm.

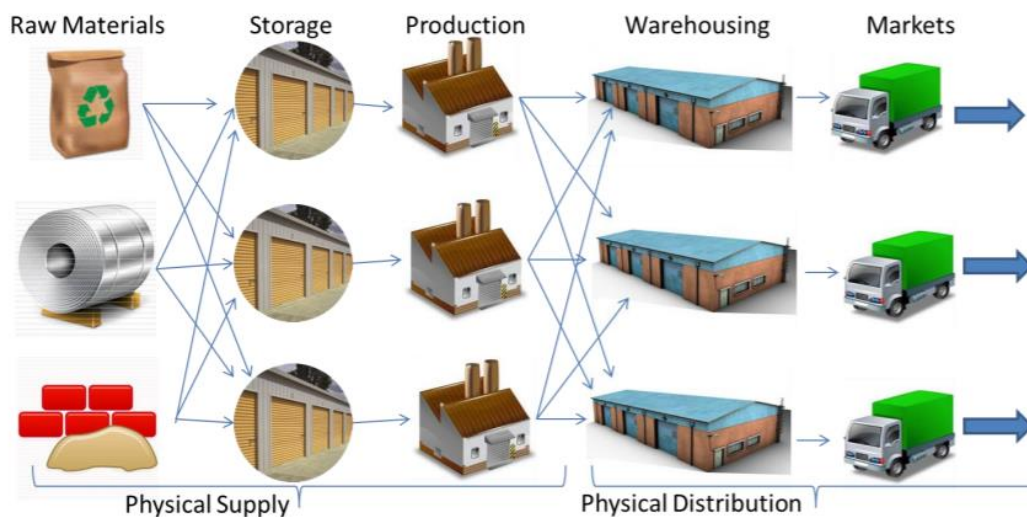


Figure 1-1: Logistics Chain

The Strategic Importance of Logistics Planning

The key objective of logistics is to provide customer satisfaction by having the correct product in the correct place at the correct time. Competition worldwide is increasing. Creating customer satisfaction is important to most companies.

The concept of satisfaction has multiple dimensions. These dimensions contribute to a feeling of overall satisfaction and are made up of:

- Cost - what customers receive for what they paid
- Convenience - the effort expended to achieve the purchase
- Confidence in the support services both included and promised

Logistics planning is the ability to satisfy and retain customer.

Consider Amazon.com, which provides books selected from the internet store delivered to your door (within a stated period). The marketing proposition is simple and based on convenience. The same product could be purchased from a bookshop.

If the back-office operation of Amazon either takes six weeks to deliver the book once ordered, or fails to meet a promised delivery date, then the probability is that the customer would be dissatisfied.

The same applies to FedEx with its delivery next day before 10am promise. Speed is becoming an important aspect of service provision.

McDonald's controls its supplies along the entire length of its supply chain from meat purchasing and paper cups to 28,000 franchise outlets worldwide.

For major companies operating in global markets, the stakes are high. Managing the logistics of supply chain offers the capability to create and reach markets before competitors, and achieve competitive advantage by providing increased customer satisfaction through delivering the right product at the right time at greater value for money because of reduced overall cost.

Logistics is the primary conduit(主要管道) of product and service flow within a supply chain arrangement. Each firm engaged in a supply chain is involved in performing logistics. Such logistical activity may or may not be integrated within that firm and within overall supply chain performance.

Achievement of logistical integration is the focus and desire for organisations to achieve competitive advantage in the market place in which the organisation is competing(竞争).

Conclusion

This chapter has covered the definition of logistics as a key function in supply chains.

Logistics ensures that goods are moved from suppliers to end users in accordance with the 5R concept of **right product**, at the **right place**, at the **right price**, at the **right quantity** and **right quality**.

Event time management

Timeframes for Event Management Tasks

The table below includes the majority of tasks that must be carried out in order to successfully stage an event. Some differences may arise where venues are owned and operated by the event organisers and where the scale of the event is very small e.g. an intra-club event (in which case timeframes may be smaller) or very large e.g. The Olympic Games (in which case timeframes will be greater).

| Priority Order of Event Management Tasks | | |
|--|--|---------------|
| Priority | Tasks | Months before |
| 1 | Examine feasibility of staging the event - The organisation wishing to stage a special event may need to consult stakeholders, examine the resources needed and develop a budget. | 18 - 24 |
| 2 | Bid for event - The organisation wishing to stage a special event may be required to develop, document and deliver a proposal to any person or organisation that has the power to determine which club, association or company will have responsibility for staging the event. | 18 - 24 |
| 3 | Appoint Event Director - The organisation needs to recruit a person with suitable skills, knowledge and personality to take responsibility for managing the event from start to finish. They may be salaried or voluntary and their responsibilities may span a period of 2 years or more. | 18 |

| | | |
|---|--|---------|
| 4 | Form organising committee - not necessary to have a full organising committee in place but a small number of individuals with skills and knowledge to assist with early decision making e.g. choice of venue | 18 |
| 5 | Secure venue - Check possible venues and book a venue that is most suitable for the date(s) required. The venue chosen does not have to be the same as the one indicated in the event bid but it should be equally as good. Otherwise there may be concerns on the part of major stakeholders. | 18 |
| 6 | Seek government funding - If government funding is a possibility it should be sought early. Organisations applying for government funding need to take note of deadlines for applications in the year before the event. From the time an application is received by a government agency to the time when decisions are announced is often 3 months. Furthermore if the application is successful there may be a delay before funds are received. The combination of these factors mean that an application inside a 12 month period before the event start is probably too late. | 12 - 18 |
| 7 | Develop a detailed event management plan - The Event Director with the assistance of the organising committee must identify the resources and tasks needed to stage the event. Every aspect must be covered. The work involved in planning the event (after a successful bid) may commence 18 months before the event but will continue to within a few months of the event's start. | 3 - 18 |

| | | |
|----|---|---------|
| 8 | <p>Seek major sponsors - It is important to anticipate that commercial organisations may be involved in preparing their budgets in a three month period before the end of the financial year on June 30. Sponsorship proposals need to be received after budgets have been set may have less chance of success.</p> | 12 - 18 |
| 9 | <p>Obtain specialty equipment - Particularly in sports events there may be a necessity to purchase, hire or borrow equipment that is not manufactured in Australia. Negotiating and transacting with foreign businesses and organisations can be a lengthy process due to the need for document translation, waiting periods for orders to be completed, transmission of funds, transportation of goods and clearance by Customs. Delays should be anticipated.</p> | 6 - 12 |
| 10 | <p>Select and notify important officials - Important or high-ranking officials may have many demands placed on them to attend many events. It is therefore necessary to seek their involvement as early as possible. Another factor to be considered is if it is necessary to recruit officials who require air travel, then notice should be given to such officials in time for them to obtain the maximum discount on airfares</p> | 6 - 12 |
| 11 | <p>Book caterers - Where a venue owner allows the event organiser to do their own catering (not all do), it is advisable to obtain cost information early enough. The cost of catering will either be recovered from participants (players and spectators) or written off as a cost of the event i.e.</p> | 3 - 6 |

| | | |
|----|---|-------|
| | <p>catering for volunteers, hospitality for visiting dignitaries and/or sponsors.</p> <p>If the cost of catering is to be recovered from participants, information needs to be obtained in time to set participant fees. If catering is part of hospitality for sponsors, the costs should be considered in setting sponsorship prices.</p> | |
| 12 | <p>Print promotional materials - Promotional materials include competition entry forms for spectators, posters and fliers to attract public support, and in some cases information kits for the media. Competition entry forms should be sent out to associations, clubs and individuals approximately three months before the start of the event. Therefore printing of entry forms must be completed before this. Inside the last 3 months the usefulness of other forms of promotional material is reduced if printing with every week that passes and printing is not complete.</p> | 3 - 6 |
| 13 | <p>Invite dignitaries - The term dignitaries may include local politicians, representatives of sponsors and government funding agencies, important sports officials and notable sporting personalities. Particularly with politicians, best results may be achieved with 3 - 6 months notice and with several follow ups. Politicians have very considerable demands placed on their time and may be booked up several months in advanced.</p> | 3 - 6 |
| 14 | <p>Recruit and train event management team - The event management team (not to be confused with</p> | 2 - 6 |

| | | |
|----|--|-------|
| | <p>the organising committee) comprises all those individuals that will help on the day(s). Personnel may include people who set-up the venue, supervise entry into the venue, announcers, marshals, crowd controllers, trouble-shooters, cleaners, merchandise sellers, drivers and transporters, and many others. The event management team need to be recruited and provided with training before the event. They may also need to be outfitted with event uniform if such exists. Notice should be given approximately 6 months before the event to allow people to make arrangements for leave from work and to free themselves from other commitments. Training should begin approximately 2 months before the event.</p> | |
| 15 | <p>Send invitations (or entry forms) to prospective participants -Invitations and entry forms should be sent 1 or 2 months before the deadline date for the receipt of entries. This may be approximately 3 months before the event. In case where participants may require air travel, event organisers should consider that, generally, the later flights are booked by participants the greater is the cost of the air ticket.</p> | 2 - 3 |
| 16 | <p>Check venue facilities - Although a through checking of the venue may have taken place at the start of the planning process, there may have been changes. Where the venue is not owned and operated by the event organisers, there needs to be further checks of the venue. These checks serve to familiarise event organisers with the venue, to consider</p> | 2 - 3 |

| | | |
|----|---|-------------------|
| | emergency management plans, contingency plans, and discover whether all facilities are in working order. | |
| 17 | Finalise event programme - The event programme can be finalised when there is relative certainty as to the number of participants. This may not be known until all entries have been received. It is therefore necessary to set a deadline for the receiving of entries. When there is a good knowledge of who will be participating, the Event Director can make adjustments to the timetable e.g. start times, order of events, presentations, etc. Ideally the event programme should be printed and sent to participating organisations and dignitaries one or two weeks ahead of the event. Other participants may receive their programmes on the day of the event. | 1 - 2 |
| 18 | Commence media blitz - Although Media Kits may have been developed and sent to the media around 2 months to go, there may be little point in staging a media campaign more than one month before the event. The purpose of the media campaign is generate public support for the event i.e. spectators. Early event publicity may not be effective as the public will tend to forget. The peak period for media activity will be the last two weeks. | $\frac{1}{2}$ - 1 |
| 19 | Transport equipment to venue - There are usually many items to transfer and these include public address equipment, kitchen equipment, signage and banners, scoreboards, computer equipment, photocopiers, sports or activity equipment, tables and chairs, lecterns, first aid equipment, drinking | Last week |

| | | |
|----|---|------------|
| | <p>fountains and more. Drivers for this transportation will have been recruited earlier as part of the event management team. In some cases it may be possible to transport equipment and store at the venue several days in advance. At other times, however, this may not be allowed until the last day.</p> | |
| 20 | <p>Setup venue - In many cases may not be possible to commence setting up a venue until the day before or even the night before. There may be other venue hirers packing up and leaving as your event management team are arriving with the equipment to set up. Where possible, the venue should be completed set up and all equipment tested on the day before. If this is not possible then it may be necessary to work through the night if venue owners allow. Setting up on the day, only hours before the event commences, runs the risk of a delay to the schedule start time and this can affect the whole event dramatically. For example, stress increases exponentially when equipment is found to be missing or does not work. Furthermore the setting up of a venue is a surprisingly lengthy process and there needs to be sufficient time allowed for workers to achieve all tasks comfortably.</p> | Day before |