

What is an Event Plan?

EVENT FACILITIES AND TECHNICAL PREPARATION COORDINATION cont.

3. Coordinate event facilities based on plan

根据计划协调活动设施

Event planning involves the coordination of every detail of events such as meetings, conventions, trade shows, ceremony, retreats, or parties. An event plan is a key document that outlines all of the elements of an event.

What Goes Into Event Planning?

Event planning includes but it not limited to budgeting, establishing timelines, selecting event location, arranging for equipment, acquiring the appropriate permits, planning menus, transportation, developing a theme, hiring entertainment, selecting speakers, managing risks, and developing contingency plans.

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	Task	Assigned To	Start	End	Dur.	%	Apr	May
	Trade Show Preparation		4/17/13	5/23/13	27			
1	Pre-show marketing		4/17/13	5/7/13	15			
1.1	Booth layout plan	Steve	4/18/13	4/22/13	3			
1.2	Show reservations and assignments	Dan	4/18/13	4/22/13	3		-	
1.3	Banners	Julie	4/17/13	4/17/13	1			
1.4	Multi-media presentation	Julie	4/18/13	4/22/13	3			
1.5	Postcard handouts	Julie	4/20/13	4/22/13	1			
1.6	T-shirts	Julie	4/23/13	4/25/13	3		•	
1.7	Email Customers	Tamara	4/29/13	4/30/13	2			
1.8	Email Prospects	Tamara	5/1/13	5/2/13	2			•
1.9	Direct mail to purchased list	Steve	5/5/13	5/7/13	2			
1.10	Press Release	Steve	4/27/13	4/30/13	2			
2	Post-show sales and marketing		4/19/13	5/23/13	25			
2.1	Follow-up email for all leads	Tamara	4/19/13	4/25/13	5			
2.2	Follow-up sales calls for well-qualified leads	Chris	4/26/13	5/2/13	5			
2.3	Webinar	τJ	5/3/13	5/9/13	5			
2.4	Report on buzz		5/10/13	5/15/13	4			
2.4.1	Press	David	5/10/13	5/13/13	2			
2.4.2	Social media: Twitter, Instagram	David	5/14/13	5/15/13	2			•
2.5	Post-show blog post	David	5/17/13	5/23/13	5			

The event plan is essentially the one-stop shop to manage all of the moving parts involved in the event. In some cases, it may prove beneficial to share portions of the event plan with certain vendors in order to ensure goals and expectations are in alignment.

Event non-technical facilities requirement

Cleaning & Pest Control

Corporate & Industrial Cleaning, Post-Construction & Post-Event Cleaning,

Canteen & Catering Gardening & Landscaping

Canteen & Resident Chef Services
Resident or Occasional Gardner Services
One-of Services (Tree Loping, Hedge Control, Weed Control, Landscaping & Design)

Procurement Services (采购服务)

Vendor Rationalisation, Price Benchmarking, Bid Process Management, Non-Inventory Goods Purchasing,

Estate Management Services

Service Charge Management, House rules, Facility Audit, FM Service Provider KPI Monitoring, Statutory

Compliance & Liaising With Authorities (PHCH/Water/ Planning/ Insurance/etc)

Waste Management Specialist Services

Refuse & Sewage Management, Health & Safety Training (Fire Drill & Evacuation), Corporate Concierge,
Transportation & Haulage

Event order specification

In the hospitality and events industry, every time an event needs to be planned, an event order form needs to be mapped out with the precise and relevant details of the event. There are all kinds of different minor and major responsibilities which need to be fulfilled in the planning of an event. In order to make sure no gaps or errors happen, all the event's specifics are spelled out in a systematic manner in an Event Forms.

Sample Event Ticket Order Form



An event ticket order form is usually used by event organizers when there are event tickets needed to be designed and generated. An event ticket order form must have details such as contact information, event & ticket information, delivery method and method of payment.



CATERING EVENT ORDER FORM

Cochise Caterino

Date of Order:		Campus/Location:		□.					
Contact Name:		Phone:			mail:				
Event I	Sp	Special Timing Requests				Event Type			
Event Date:		Early Arriva	al Time:			Pick-up			
Event Start Time:		Speake	er Time:				Drop Off		
Event End Time:		Purp	ose of the E	event (required)			Off Campus		
Event Location:							Buffet		
Number of Guests:							Served		
Employee Names Attending the			Multiple S	ervice:			President's China		
Event: (Required)		1 st Servic	1 st Service Time:				BBQ		
Name(s) & Title(s) of Outside Guests:		2 nd Service	2 nd Service Time:				Other		
(Type N/A if none)		3 rd Service Time:							
		Menu Sele	ections						
em (attach additional	sheets if necessary)				Qı	antity	Amount		
							\$		
							\$		
							\$		
							\$		
						TOTAL:	\$		
pedal Instructions		Method of F	Payment						
	Fund 0	rg Accou	ant	Program	Act	ivity	Amount		
Budget #1							\$		
Description:									
Budget #2	Fund 0	rg Accou	int	Program	Act	ivity	Amount		
budget #2							\$		

It is a checklist document wherein all the food and beverage items are lined up in columns corresponding to each item the respective quantity, preload check and load truck check. This form is prepared and populated by the catering company assigned to do catering for an event.

Event Work Order Form

EVENT WORK ORDER FORM CAMPUS SUPPORT SERVICES This form should be submitted to the office of CUSTODIAL SERVICES AND/OR EVENTS & RENTALS Department in Room \$127/G117 respectively. Please submit all Work-Orders & Room Layout Diagrams within (5) working days prior your event, Date Submitted: Date Required: Requested by: Authorized by (Dept. Head): Department Room Number: Campus/Address: Phone: ____ Room # or Facility: ____ Title/Name of Event: Set-up Starting Time: ____ Event Starting Time: Event Finishing Time: PLEASE CHECK ALL ITEMS REQUIRED FOR YOUR EVENT: I. CUSTODIAL AND/OR EVENTS & RENTALS SUPPORT Yes No Do you need custodial staff on site to cover your event? Yes No Do you need chairs (folding) How many? Yes No o ☐ Rectangular ☐ Round ☐ Cocktail How many will you need? ____ Do you need table cloths and table skirts? Yes No O Up to 15 - How many? _____ Yes No Do you need trash cans? How many? Do you need recycle bins? How many? Yes No Do you need a podium? ☐ Acrylic ☐ Wood Yes No Yes No No Do you need an Easel? How many? Yes No · Do you need the MDC Kendall Backdrop? Do you need a stage? How many pieces? ____ Yes No Do you need the floor of the gym covered for your event? Yes No Will you be using the bleachers and/or steps in the gym for your event? Yes No Are you going to have any of the following?: Yes No o Plants* Center Pieces Other Decorations* o Flowers* Balloons* What is the name of the vendor delivering any of the above items? ___ At what time will they be delivering: Pick up time after the event?___ Please note: The department hosting the event is responsible for bringing their own plants, flowers, center pieces, balloons, and other decorations. The Events & Rentals Department will provide assistance with the set-up of these items. II. PUBLIC SAFETY SUPPORT . Do you need public safety staff on site to cover your event? Yes No Do you need to reserve parking? If yes, how many spaces?: Yes No Are you requesting to have any doors open? : If yes, Room number: _____ At what time? : ____ Yes No No Other:

An event work order form is similar to any other order form. The prerequisites required for organizing an event need to be spelled out accurately - including the venue details and number of people expected to be in attendance and the kind of table and chair arrangement that needs to be done. Specifications pertaining to support and safety, and technical needs must also be populated in

Sample Customer Event Order Form

nect On	ganization	1S	SS	U Depa	rtments	Contract Initiative	External/	Faculty/Staf
- 11				BOOK	ING DETA	S		
Group N	ame	T			Taken By		1	
Date of E				Bookin	g POO/Res	p. Person		
Primary (Contact			Alterna	ite Contact	No.		
Fax Num	ber			Email/	Address			
Address					-		L .	
		*		EVE	NT DETAIL	S		
Туре			Drop Of Time			Date of Event		
Kitchen Time		Set Time		Pick up	Yes No	Location		
Time of Event		Start Eating				Expected # of Attendees		
Conf	on Time	Buffet				Reception	Guests	Serve All
Selvi	се Туре	Head Table (Yes) (No)			0)	Serve Head Table Only	Table N	lo. at Head
		-20	MEN	J SELE(TIONS AN	D PRICES	2	
			ITEM				COUNT	PRICE
								-
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A customer event order form is used by clients and customers to specify the services and goods which they require for organizing a particular event. Client or customer details need to be mentioned correctly as well venue specifics need to be given, including date and time of the event.

Special Event Order Form

See Divers
1 million
(Karamels)
4
Sweet Moments

Special Event Order Form

Name:	
Date:	
Phone Number:	
Address:	
Email:	

Product	Net Wt Oz	Qty > 0 Price	Qty > 100 Price	Qty > 200 Price	Quantity	Car	rame		ace#	of e	ach
						Т	Р	С	SS	Cof	СН
2 Pc Organza Bag		\$2.00	\$1.85	\$1.75							
3 Pc Organza Bag		\$2.75	\$2.60	\$2.45							
4 Pc Organza Bag		\$3.50	\$3.30	\$3.10							
6 Pc Cello Bag		\$5.00	\$4.85	\$4.75							
4 Pc Box		\$4.00	\$3.75	\$3.50							
12 Pc Box		\$10.00	\$9.75	\$9.50							
25 Pc Box		\$20.00	\$19.50	\$19.00							
50 Pc Box		\$40.00	\$39.00	\$38.00							

Types of Caramel	
T= Traditional P= Pecan C= Cherry SS= Sea Salt Cof= Coffee CH= Cocoa	

			Please	
Customization	Set up\$	\$/Unit	Check	Notes (colors, designs, message ect.)
Ribbon		\$0.25		
Sticker	\$5.00	\$0.10		
Tag/Message	\$5.00	\$0.20		
Tie On		\$0.20		
Bag/Container		N/A		

Comments:			

In case an event planner or organizer is hosting a special event at a private venue, they will have to provide the intent for organizing the event as well as other details - such as date, time, participants/attendance, event description activities, security, safety, vendors etc.

Benefits of Event Order Forms

Event order forms are beneficial in a number of ways. Firstly, as all the details and specifics exist on paper, there is no room for error because the event planner/organizer has to abide by the written word in the form. Secondly, as it impossible to keep tabs on all the minor and major details all at once, an event order form not only makes the event official but also helps the planner to have a document that he can go back and cross-check in case there are doubts. You may also see **Event Planning Forms**.

Use of Event Order Forms

Event Order Forms are useful for event planners, managers, and organizers. The forms can be used for not just noting down the details and all relevant information, the same documents come in handy for record-keeping purposes. In case an event planner wants to replicate ideas from a past event, he can always go back and refer to the event order form which was created for the said event and take suggestions and ideas from the same. You can also see **Event Proposal Forms**.

Event order forms are very important. They help in ensuring that events are overseen and taken care of in a professional and systematic manner. An event order form is not just a plain document, but it is indeed official paperwork with which the event planning and preparation gets initiated.

Technical Equipment and Services for Your Event

When planning your event, there are various technical options that have to be considered:

Lighting Equipment

Lighting your event is about more than just staying out of the dark. A creative professional lighting setup can turn a corporate conference into an atmospheric and exciting event.



Sound and Audio Equipment

From music to speeches, you want your sound clear and crisp, with the perfect volume for the occasion and a technical support team who understand <u>acoustics</u> (音响). The range and capabilities of all sound equipment allows us to cater for events of all sizes and types. Advise will be given at the early stages as to the best sound design to suit the event and **provide** specialist AV equipment. On the day, expert team can handle the operation of all of the microphones, mixers and speakers.

Video & Projection systems

Many clients will find that the use of varied multimedia can help to reinforce a message. The impact of a great presentation can be dampened without a suitable video or projection system. The **expertise in video systems** allows us to find creative solutions to challenging configurations and happy to advise on the best setup for the event.

Video Streaming & Live Feeds

In recent years, there has been a high demand for live video linking, live streaming and similar technologies designed to connect the event to the wider world.

For big screens, experts can ensure live filmed images are mixed to highly professional standards for a perfect result, as seen at MCM London Comic Con. With **virtual reality** and <u>augmented</u>(增强的) reality making its way into the events industry, Conference Craft can also provide technical support for integration of VR into the event.

Catering change order

A change order request form is a type of a form which is used to make official and legal changes to an existing purchase order or requisition. There can be a possibility of making a change after purchasing a product. This form helps in the changing process. Not only purchased products but it is also used in notifying the various changes that need to be done. This form works in every sector. To bring a change in something, this form needs to be submitted along with various other

related documents and only then the authority will approve the changes proposed. The form highlights each and every detail of the product, on which the change is necessary and with that there is also a provision to explain the needs for the change. A buyer, an organization every person involved in a transaction business demands this form to solve out various purposes.

What is a Change Order Request Form?

A change order request form is a type of legal document which helps in changing a product which has already been brought and can also be used as an application for the need of change. Every sector approves this particular form in the scenario of bringing a change. The form is supported by various other important documents which help in making the change.

Advantages of a Change Order Request Form

There are various advantages of a change order request form

- The form helps in an easy change of the products and services. This form serves every purpose of change in various products in any industry.
- This form is also beneficial for a requisition for change. This is the easiest
 method to approach for a change. It is considered to be a legal document,
 where the changes which are needed can be written and with the support of
 various other documents the change gets authorized.
- A change order request form is useful in every kind of industry. Every industry approves this particular form to bring changes for different elements.
- This particular form is beneficial for both the buyers and the sellers.

Use and Purpose of a Change Order Request Form

A change order request form is used for various different purposes. Any kind of change or requisition can be done with the help of this particular form. Every kind of industry uses this form in order to bring about a change in any product or services. This form is a kind of a legal document which, after being approved can be processed for the change. Not only in the industrial sector but the domestic sector can also avail this particular form for bringing change over any goods which are already purchased.



Substitution of the substi	TO: STATE OF ALABAMA BUILDING COMMISSION 770Washington Avenus, Suite 444 Montgomery, Alabama 36130 (334) 282-4082 FAX (334) 282-4182		IUSTIFICATIO
ı	PURPOSE AND INSTRUCTIONS ON REVERSE	SIDE B.C. No	
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EVENT EVALUATION & ANALYSIS METHODS

Event evaluation and analysis is an important aspect of event planning that is often overlooked. There are many different methods, both qualitative and quantitative, that can be used to determine the success of an event. Event evaluation and analysis should take place in order to realize: what worked well and should stay the same; what worked but needs minor modifications; and what didn't work and should be changed. By neglecting this step in the event planning process, it is hard to measure the success of the event and to recognize any changes that would help to improve upcoming events.

Qualitative

Verbal

- Follow-up Phone Call
 - Works well for smaller events
 - > More personal
 - > People don't always like telephone solicitation, may hang-up on you

Sample Follow-up Telephone Script: (insert questions/items specific to

- People may not want to give out phone number
- > Takes considerable amount of time/resources

campion and appropriation	s de l'est (meet l'4200 ment per l'est le
event)	
Hi, my name is	and I am calling from the Event planning
committee from the Discov	ery Evening at Algonquin College. I was just
wondering if you had a few	minutes to talk to me about the event you
attended on January 17th.	
First, I'd like to thank you t	for taking the time to speak to me. Is there
anything that stands out in	your mind, good or bad, about the Discovery
Evening?	
Do you have any comments of	or suggestions about the parking? Length?
People present (sponsors, b	ooths, etc)? Food/Beverage? Volunteers?
Thank-you again for taking	the time to speak to me and if anything else
comes to mind that you thir	nk would help us improve this event, please
feel free to contact me at	

In Person

- Focus Group
 - Works well for obtaining event organizer's/volunteer's feedback.
 - Allows people to come to a consensus on some issues
 - Positive and negative aspects are discussed
 - Easy to come to an overall "feel" for how the event with because you can read people's tones / body language
 - Hard to round up general public participants to attend
 - > Time consuming
 - Resources required volunteers to run it, food/beverages, meeting space, tape recorder

Items needed for a Focus Group

- Space to accommodate group with chairs/couches
- Food and beverage for participants
- Recording device so you are able to re-listen in order not to miss anyone
- Someone to record the session (secretary)
- Someone to lead the group
- Someone to watch body language/facial reactions of participants
- > Incentive (i.e. gift or cash) to participants

Sample Questions to Ask

To get the conversation rolling at a Focus Group it is necessary to suggest topics to the group, but not to influence their discussion with questions that lead them to a certain opinion.

Examples of non-leading questions:

"What did you think about the décor of the room?"

"Are there any issues concerning parking that you would like to see addressed for next year?"

- On-Site Booth for Suggestions/Comments
 - > Instantaneous feedback
 - May only get 'intense' responses. For example: angry attendees, or very pleased participants - this may not give you representative feedback

Could be as simple as an open laptop for people to leave comments on or a ballot-drop box

Written

- On-Site Survey
 - > Time efficient
 - > People will stop and fill it out
 - > The event is fresh in people's mind so you will receive an honest opinion
 - Will always have a few people who just want to complain and did not enjoy themselves
 - > May cause congestion in the area where they are being filled out, must have good crowd flow/control
 - Must provide pens/pencils (extra cost)
 - > Can entice people to fill out surveys by having a draw you can enter by filling out the survey
 - > Instant results
 - Usually a large number of responses
 - > Can cause paper waste (vs. using email)
 - Must have a method in place to summarize results can be time consuming

Email Survey

- > Saves paper
- > Must have everyone's email address some people do not like to give out this personal information
- > Will not get 100% responses
- > Email may end up in bulk
- > Must be easy/not time consuming for people to respond
- > Chance to win a prize may entice participants

Fax Survey

- Not many people have fax machines for personal use
- Survey may get thrown out as "spam"
- > Must have everyone's fax number

- > A lot of paper waste
- > Responses may not come back clear

Quantitative

- By Invitation
 - By sending out invitations you have an upper limit to how many people will be attending
 - > If people RSVP you will know who's attending and who isn't
- Door Counter
 - Accurate if only one entrance is being used, otherwise hard to track bodies
 - > Hard to track if people have in-and-out privileges
- Sign-in Sheets
 - > Must make people aware they are there
 - > Easier to track if people have pre-registered for the event, less time consuming this way
 - > Can be time consuming for attendees
 - > Can cause congestion at doorways
- Registration
 - > Not everyone who registers attends the event
 - Registration and sign-in sometimes go hand-in-hand to get accurate numbers
 - Must account for those who will just show up without registering
- Website Hits
 - > If your event has a website you can check how many hits it has received to measure how many people have shown an interest in your event
 - > Not very accurate
 - > People may stumble onto website by mistake

- > People may want to attend, but are unavailable
- > People may get all the information they are looking for off the website and not attend the event in person
- > One person may be checking the website for several others