



# EVENTS MANPOWER

---

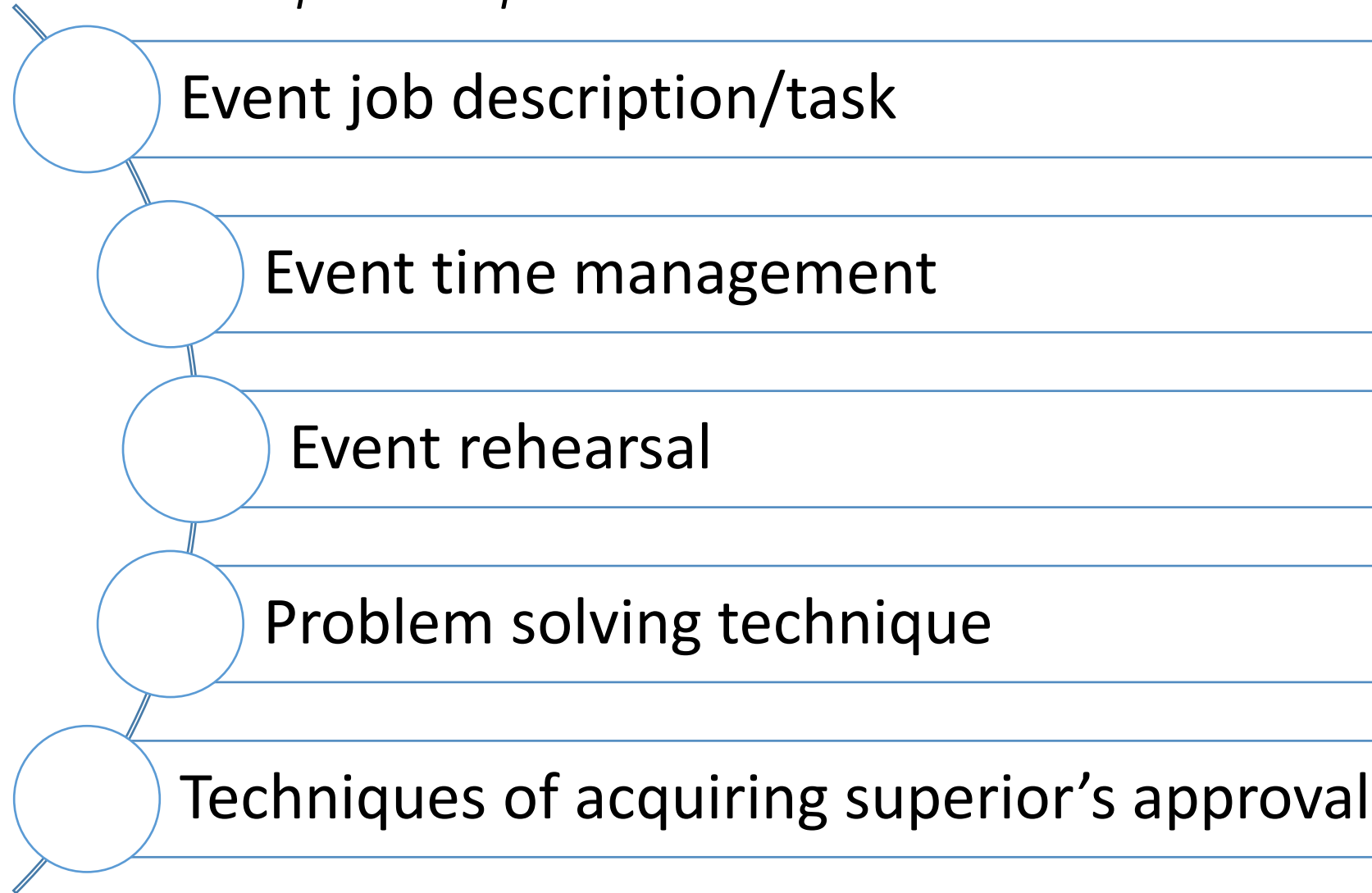
*Prepared by: Cheryl Y.*

EVENT EXECUTION COORDINATION cont.

**Organise Event Manpower Requirement**

# EVENT EXECUTION COORDINATION cont.

## 2. Organise event manpower requirement



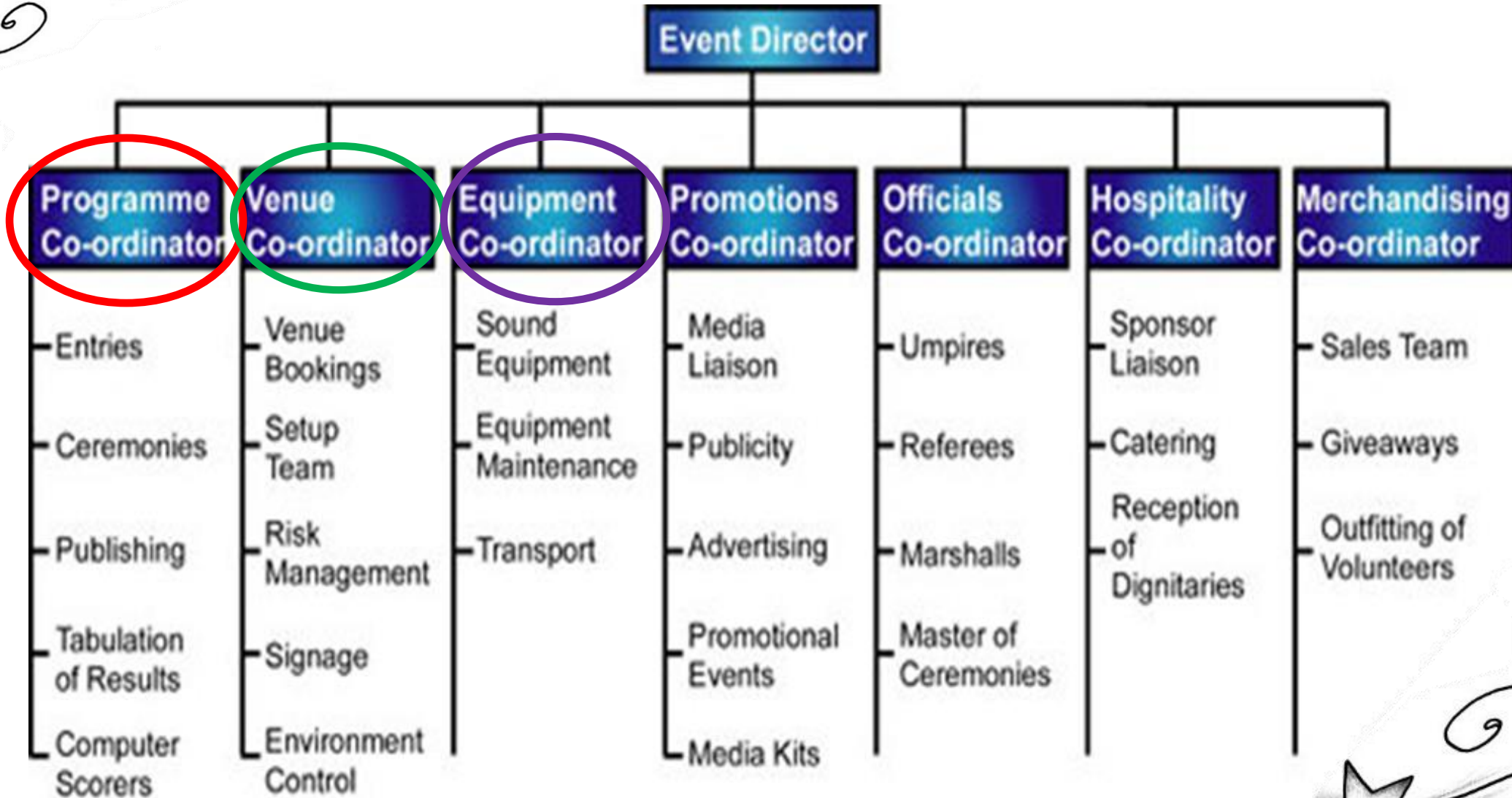


## **Event job description/task**

### **Creating accurate job descriptions**

- ✓ **Permanent staff**
- ✓ **Contract staff**
- ✓ **voluntary staff for an upcoming event**

# EVENT JOB DESCRIPTION/TASK



# Event time management

Time management is a skill that can ensure efficiency, productivity, and help to reduce stress. It's all about knowing how much time you have to start with, and thus how much you can allocate to certain tasks.

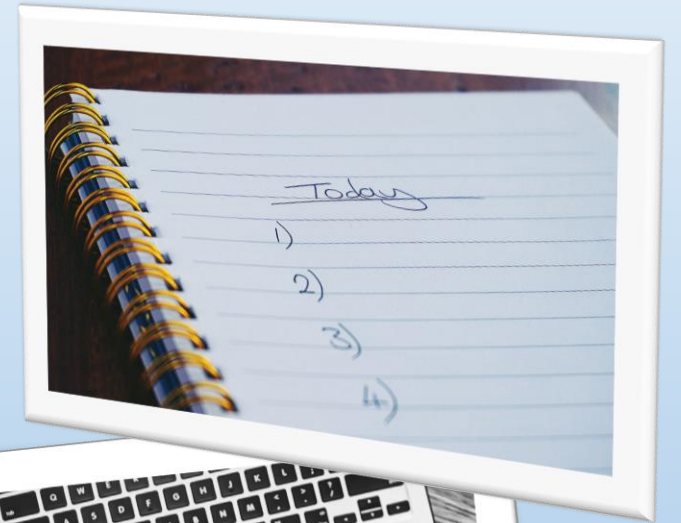


*Prepared by: Cheryl Y.*



# The importance of time management, as well as some tips, techniques and a few tools for improving it.

- 1. Be realistic**
- 2. Make a plan**
- 3. Be flexible**
- 4. Set your own deadlines**
- 5. Practice makes perfect**



# Event Planning ✓ Checklist

## The Ultimate Event Planning Check List



### High Level Planning: 4-6 Months Ahead of Event \*

- Establish event goals and objectives
- Select date
- Identify venue and negotiate details
- Develop Event Master Plan
- Get cost estimates (e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.) and create a budget
- Recruit event committee, event manager or chair and establish sub-committee chairs
- Create and launch publicity plan & brand your event (ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.)
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners

*\*start your planning as early as possible.*

### 3-4 Months Ahead of Event

- Speaker/presenter/entertainer liaison: e.g.:
  - o finalize presentation/speech topics
  - o get bio information, photo
  - o travel & accommodation arrangements
  - o have contracts signed if appropriate, etc.
- Financial/Administration: for example, determine:
  - o Registration fees
  - o Set up/enable online registration
  - o Sponsor levels/amounts
  - o Identify items to be underwritten and accounting tracking details

- ❑ Venue/logistics planning, e.g.:
  - o Investigate need for any special permits, licenses, insurance, etc.
  - o Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc.
  - o Review security needs/plan for the event with venue manager
- ❑ Publicity: Follow publicity plan, e.g.,
  - o Develop draft program
  - o Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
  - o Develop publicity pieces -- e.g., *newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.*
  - o Request logos from corporate sponsors for online and printed materials
  - o Develop and produce invitations, programs, posters, tickets, etc.
  - o Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
  - o Create event page on your website
  - o Enable/create email event notifications
  - o Create a Facebook event page
  - o Develop a promo video and post on YouTube and your Facebook page
  - o Register your event on a variety of online event calendars
  - o Create some buzz on your blog or member forums
  - o Determine VIPs and create invitation & tracking document (e.g., spreadsheet)

## 2 months prior to event

- ❑ Send reminders to contact list re registration/participation
- ❑ Presenters/Speakers: e.g.:
  - o Confirm travel/accommodation details
  - o Request copy of speeches and/or presentations
- ❑ Sponsorship: Follow up to confirm sponsorships and underwriting
- ❑ Publicity:
  - o Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.
  - o Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

## 1 week ahead

- ❑ Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
- ❑ Finalize event script
- ❑ Brief any/all hosts, greeters, volunteers about their event duties and timelines
- ❑ Final seating plan, place cards, etc.
- ❑ Provide final registration numbers to caterer
- ❑ Make print and online copies of any speeches, videos, presentations, etc.
- ❑ Final registration check, name badges & registration list
- ❑ Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media



## 1 day ahead

- ❑ Confirm media attending
- ❑ Ensure all signage is in place
- ❑ Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- ❑ Ensure all promo items, gifts, plaques, trophies, etc. are on-site

## Event day

- ❑ Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- ❑ Check-in with each Committee Chair to ensure their team is on track

## Immediately following event

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

- ❑ Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- ❑ Send thank-you's and acknowledgement letters to:
  - o Sponsors
  - o Volunteers
  - o Speakers/presenters
  - o Donors
  - o the Media
- ❑ *In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness – number of participants, etc.).*
- ❑ Post-event publicity – see publicity section that follows
- ❑ Conduct a Post-Event Survey – to learn what people enjoyed about your event, and where you have room to improve.
- ❑ Follow-up Communication with Event Participants
- ❑ Reach out to event participants – thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
- ❑ Conduct a thorough evaluation

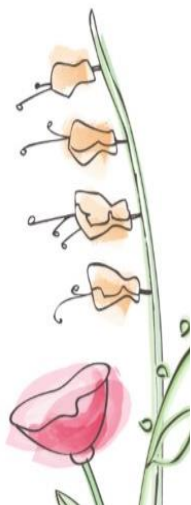
We hope you found this checklist helpful in getting started with event planning. Use this as a starting point to identify or assign activities to various volunteers or staff; or print this off so you can literally check-off items as they are assigned or accomplished.

# Wedding Calendar Checklist

*The following checklist is designed with the (ideal) timetable of twelve months. If you're planning your wedding on a shorter schedule, just start at the beginning of the list and try to catch up as quickly as possible. Use the boxes to the left of the items to check things off as you complete them.*

## 9 TO 12 MONTHS BEFORE THE WEDDING DAY

- Arrange a gathering for you and your parents.
- Determine budget and how expenses will be shared.
- Discuss the size, style, location, and scope of the wedding you want.
- Choose a target wedding date and time. (The actual date will depend on venue availability.)
- Create a binder to store and organize your ideas, worksheets, receipts, brochures, etc.
- Visit and reserve wedding and reception sites.
- Meet with your officiant.
- Start compiling your guest list to estimate head count. Consider budget when thinking about "must-invites" versus "nice-to-invites."
- Begin shopping for the wedding gown.



## 6 TO 9 MONTHS PRIOR

- Choose the members of your wedding party.
- Enroll in wedding/shower gift registries.
- Hire a photographer and a videographer.
- Book an engagement photo session, especially if you plan to include a professional engagement picture with Save-the-Date cards.
- Hire a caterer.
- Hire a florist.
- Make arrangements for music to be played at the ceremony and reception. (Tasks might include booking a band or solo musician, hiring a DJ, choosing significant musical selections, and so on.)
- Reserve a block of hotel rooms for out-of-town guests. (Ask about group rates.)
- Send out Save-the-Date cards. (Include lodging information and maps, etc.)
- Shop for wedding rings.



#### 6 TO 9 MONTHS PRIOR (CONT.)

- Select and order wedding gown, leaving ample time for delivery and alterations.
- Shop for bridesmaids' dresses.
- Schedule wedding cake design appointments and tastings.
- Start planning your honeymoon.

#### 4 TO 6 MONTHS PRIOR

- Finalize the guest list.
- Order invitations (25 extra) and other wedding stationery (i.e., place cards and thank you notes).
- Plan wedding-day beauty preparations; ask your stylist how far in advance they book wedding parties, and whether they are willing to work on the wedding site.
- Finalize all honeymoon plans. If traveling outside the country, arrange for visas, passports and inoculations.
- Hire your wedding day transportation (carriage, limousine service, etc.).
- Plan the rehearsal dinner.

#### 2 TO 4 MONTHS PRIOR

- Obtain a marriage license. Bring all necessary documents.
- Order tuxedos for the groom and groomsmen.
- Meet with the caterer to go over menus, wine selections, etc.
- Order the wedding cake.
- Order your wedding rings.
- Confirm wedding ceremony and reception music.
- Book a hotel room for the wedding night.
- If you plan to write your own vows, start writing them now.

#### 4 TO 8 WEEKS PRIOR

- Mail the wedding invitations 8 weeks before your wedding date.
- Do a hair and makeup run-through (including wedding veil, if applicable).
- Confirm all transportation plans.

#### 2 TO 4 WEEKS PRIOR

- Work on seating arrangements for the reception.
- Finalize arrangements for out of town attendants and guests.
- Confirm details with the photographer, florist, and other vendors.
- Have final fitting for bridal gown and bridesmaids' dresses.
- Write your rehearsal dinner toast.
- Purchase gifts for the wedding attendants.
- Compile a list of all of the wedding vendors and wedding party, with contact information. Carry this list with you everywhere you go (just in case).
- Communicate rehearsal dinner details to those who will attend the rehearsal and rehearsal dinner.
- Look into where bride, groom and attendants will dress for the ceremony.

### 1 WEEK PRIOR

- Enclose any fees due on the wedding day in envelopes for easy distribution.
- Give the caterer a final head count.
- Appoint a person to bring important items (cake knife, toasting glasses, etc.) to the reception.
- Appoint someone to act as an “organizer” to handle any last-minute problems.
- Review final details for those in the wedding party.
- Get final beauty treatments (manicure, facial, massage, waxing, brow shaping, etc.)

### THE DAY BEFORE THE WEDDING

- Gather together the following:
  - something old (symbolizing continuity with family and heritage).
  - something new (symbolizing optimism and hope for the new life ahead).
  - something borrowed (an item from a happily married friend or family member).
  - something blue (symbolizing love and fidelity).
- Confirm honeymoon arrangements.
- Pack for the honeymoon.
- Enjoy a relaxing day with family and friends.
- Attend the rehearsal and rehearsal dinner; give gifts to attendants.
- Give the rings, and officiant’s fee, to the best man.
- Try to get some rest.

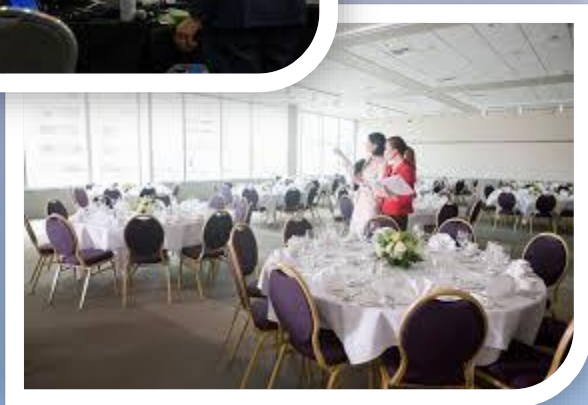
### WEDDING DAY

- Post wedding announcements in the mail.
- Relax and remain calm.
- Remember to eat something.
- Allow at least two hours for getting dressed.
- ENJOY THIS ONCE-IN-A-LIFETIME EVENT!



# EVENT REHEARSAL

Whether you host a small 50 person meeting or a conference with 5,000+ attendees, an event rehearsal can greatly benefit you, and improve your overall event. Investing 15 minutes in a show run-through with your presenters and audio visual team will have a huge impact on the way you feel and the professionalism at your event.

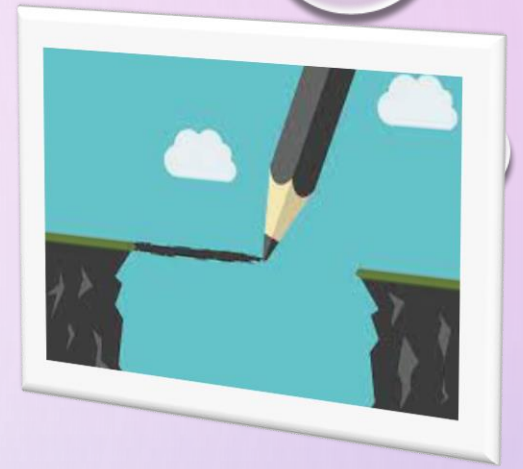


There are different types of rehearsal in a function or events. There are:-

1. Reading Rehearsals -Rehearsals set aside for learning and understanding the script.
2. Run-Throughs -Rehearsals conducted without any stops.
3. Polishing Rehearsals- Rehearsals for the purpose of correcting problems that occurred in the run-throughs.
4. Technical Rehearsals- Rehearsals used to practice all lights, prop changes, and all other technical elements of the show.
5. Costume Parade- The actors modelling their costumes under the appropriate lights so the director can check if they need to be tweaked. The costume parade is usually held a week before the show so that changes can be made.
6. Dress Rehearsals- A rehearsal conducted just like the real performance.



As an event planner, problem solving is a big part of your job. Focusing on getting things right on the day is vital to ensure your attendees have a great experience, but in the run up to an event, there are a huge number of moving parts and elements that - despite your best efforts - might not go according to plan.

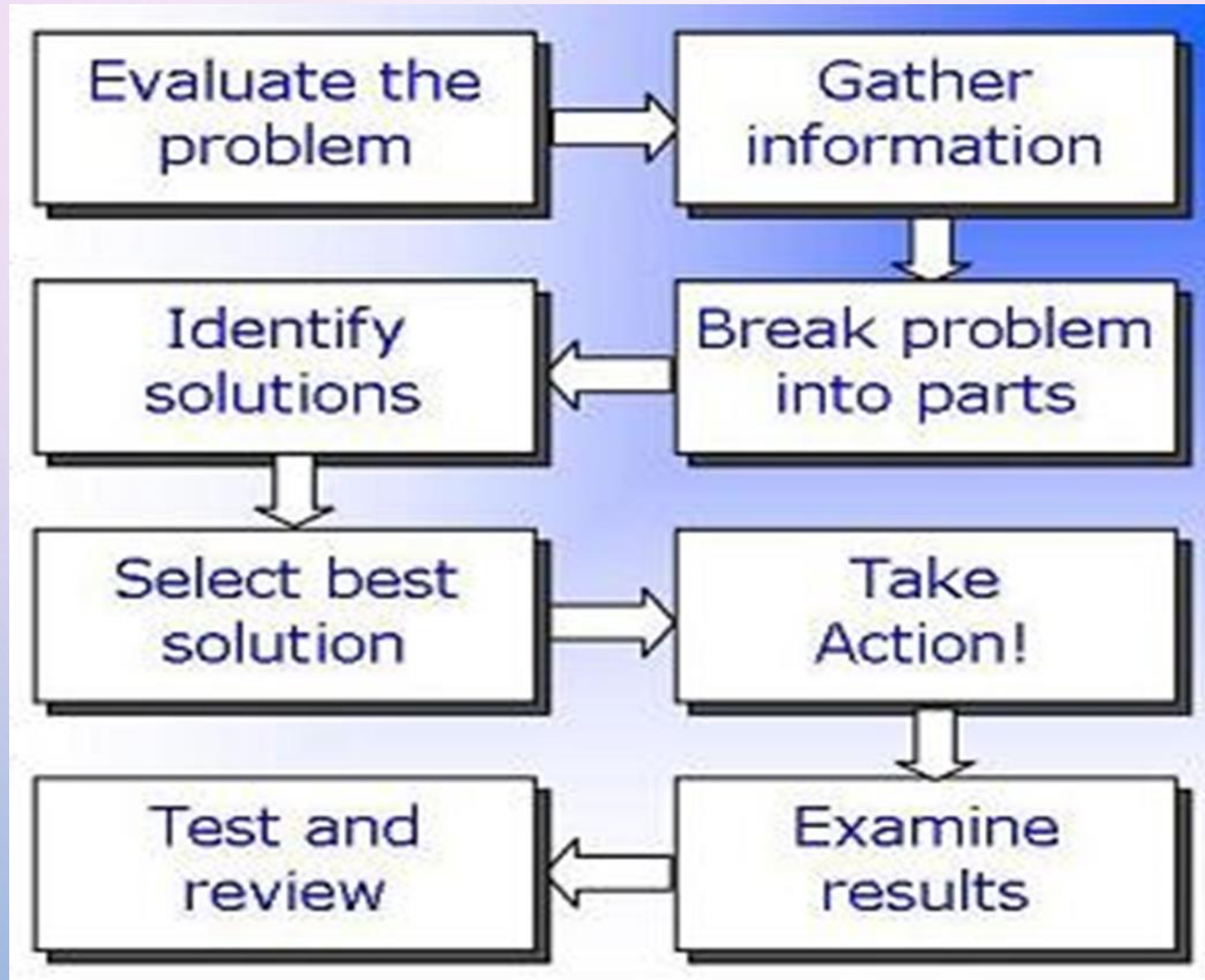


## **PROBLEM SOLVING TECHNIQUE**

Tips for more effective problem solving



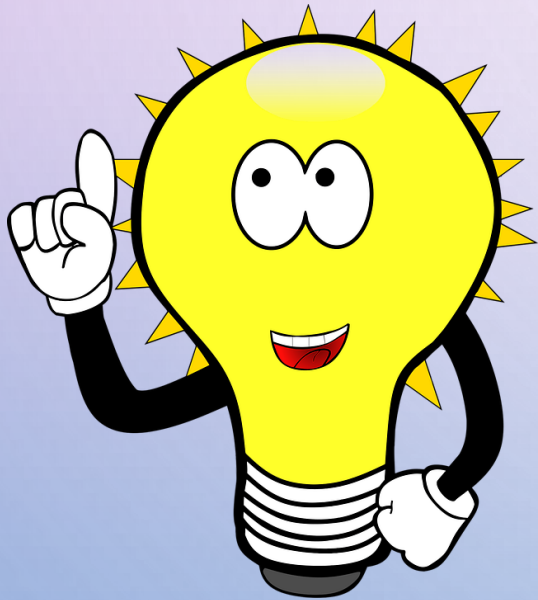
*Prepared by: Cheryl Y.*





# Techniques of acquiring superior's approval

Simple techniques to get superior approval are:



- Propose the idea
- Present the idea
- Accept the rejection
- Amend the proposal
- Get the approval from the superior

Any  
Questions

