Event Planning Workshop

Mariah Dodson
December 10, 2015
A Little Something For Everyone

• 10 Steps To Get You Started
  – Tips and Tricks

• Practical Activity:
  – LET’S PLAN OUR RARE END-OF-THE-YEAR EVENT! 😊
1. Develop Goals and Objectives

• Purpose and goals
  – Why are you considering this event?
  – What do you hope to achieve?

• Who will your audience be?
2. Organize a Team

• Who is accountable?
  – Identify Event Manager and Committee Chairpersons

• Possible sub-committees
  – Marketing/Publicity
  – Vendor Outreach/Fundraising/Sponsors
  – Entertainment/Parade
  – Budget/Logistics
  – Etc.
3. Set a Date

• Recurring or brand new?
• Give yourself enough time
• Be aware of federal & religious holidays
  – ALSO football games, school activities
• Synergize & link your event with other community happenings
4. Brand Your Event

- **Naming**
- **Logo**
  - Sometimes its worth it to get a logo (semi) professionally done
- **FREE** Use social media, Facebook event pages, hashtags, QR codes, etc.
## 5. Create a Master Plan

### Canby's Big Night Out Street Dance - 2016

<table>
<thead>
<tr>
<th>Task</th>
<th>Who Will Lead</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACTIVITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Music</strong></td>
<td>Ken Arrigotti</td>
<td></td>
<td>Ken will contact Global FM</td>
</tr>
<tr>
<td><strong>Stage, Sound, power, lighting for stage</strong></td>
<td>Ken Arrigotti</td>
<td></td>
<td>Ken will contact Audio Tech</td>
</tr>
<tr>
<td><strong>Battle of the Bands</strong></td>
<td>Mariah Dodson</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cover/Guard/Flag Salute</strong></td>
<td>Greg Perez</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Griggs</strong></td>
<td>Greg Perez</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bouncy House</strong></td>
<td>Greg Perez</td>
<td></td>
<td>2 this year - they will man it - fire &amp; police?</td>
</tr>
<tr>
<td><strong>Face Painting</strong></td>
<td>Mallory Gwynn</td>
<td></td>
<td>Spring Chickens - need 4 people</td>
</tr>
<tr>
<td><strong>Glow</strong></td>
<td>Mariah Dodson</td>
<td>$275</td>
<td>Giggles</td>
</tr>
<tr>
<td><strong>Balloon Animals</strong></td>
<td>Mariah Dodson</td>
<td></td>
<td>Giggles</td>
</tr>
<tr>
<td><strong>Brick &amp; Minifuge Jump</strong></td>
<td>Jamie Stickel</td>
<td></td>
<td>He wants to expand competition</td>
</tr>
<tr>
<td><strong>Fire Department</strong></td>
<td>On site</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional Activities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OLCC</strong></td>
<td>Ken Arrigotti</td>
<td></td>
<td>Mariellana LeClair works for OLCC - Jamie &amp; Ken worked with her last year</td>
</tr>
<tr>
<td><strong>Wrist bands (21+)</strong></td>
<td>Ken Arrigotti</td>
<td></td>
<td>Ken provided last year</td>
</tr>
<tr>
<td><strong>Sidewalk Sales</strong></td>
<td>Sandy Storey/Jamie Stickel</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Silent Cars</strong></td>
<td>Frank Cutsforth</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Creation Station</strong></td>
<td>Jamie Stickel</td>
<td></td>
<td>Cheryl Batton wants to participate again, will change activities Full Bloom Digital - need to put in better location</td>
</tr>
<tr>
<td><strong>Photo Booth</strong></td>
<td>Mallory Gwynn</td>
<td></td>
<td></td>
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</tbody>
</table>

### MARKETING & PROMOTIONS

<table>
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<tr>
<th>Task</th>
<th>Who Will Lead</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertisements</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canby Herald Advertising</td>
<td>Georgia</td>
<td></td>
<td>Newton/Sandy Storey</td>
</tr>
<tr>
<td>Program/Insert CH</td>
<td>Georgia</td>
<td></td>
<td>Newton/Sandy Storey</td>
</tr>
<tr>
<td>Event Fliers</td>
<td>Mariah Dodson</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Big Weekend Fliers</strong></td>
<td>Georgia</td>
<td></td>
<td>Newton/Sandy Storey</td>
</tr>
<tr>
<td><strong>Neighborhood Letter</strong></td>
<td>Jamie Stickel</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Herald - follow up</strong></td>
<td>Georgia</td>
<td></td>
<td>Thank you advertisement</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Mallory Gwynn</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>T-shirts</strong></td>
<td>Mallory Gwynn</td>
<td></td>
<td></td>
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<tr>
<td><strong>CTVS</strong></td>
<td>Mallory Gwynn</td>
<td></td>
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</tr>
<tr>
<td><strong>Chris's Readerboard</strong></td>
<td>Mariah Dodson</td>
<td></td>
<td>Was broken last year - will work on it this year</td>
</tr>
<tr>
<td><strong>Event Center Rotating Board</strong></td>
<td>Mariah Dodson</td>
<td>$125</td>
<td>Only available after fair</td>
</tr>
<tr>
<td><strong>Banner on Truck in Canby Day parade</strong></td>
<td>Greg Perez</td>
<td></td>
<td></td>
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<tr>
<td><strong>Banner on truck along HW 99</strong></td>
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</tbody>
</table>

**SPONSORS**

Meeting held 11.18.2015
6. Determine Decision-Making Processes
aka Decide When To Be a Dictator and When To Be a Democracy

• Explain your decisions
7. Establish Partnerships & Sponsors

• Get stuff for free!
  – Give them thanks and advertising in return
• Involvement = others also have a stake in spreading the word and making the event a success
• Get creative: businesses + community organizations
8. Create a Publicity Plan

• Event Promotion
  – Website, email, social media, newsletters, radio, highway signs, TV, paper the town, WOM, etc.
  – Press Releases: Make friends with your local newspaper

• Teasers early, build up momentum as event date approaches

• Post-event thank you’s, sponsor appreciation, follow up articles
9. Establish a Budget

- Include estimates from key items on Master Plan
- Identify opportunities to monetize event aspects
10. Determine an Evaluation Process

- How well did you match goals?
- Re-cap successes and improvements—take note!
- ALSO—if a recurring event, consider creating a How-To guide to remember details
Last Thoughts, Tips, and Tricks

- Don’t overlook **INSURANCE** or **OLCC** requirements
- Keep meetings to **ONE HOUR** tops
  - Be able to walk away with **ACTION ITEMS**
- **BEER** and/or **FREE FOOD** can increase attendance
- Last minute fires happen to even the best-laid plans—so plan for it!
ANY QUESTIONS?
Welcome to the RARE End-Of-the-Year Event Planning Session

Planned for you, BY YOU!!
Agenda

• Introduction 5 min
• Key Decisions 20 min
  – Location
  – Accommodations
  – Date
  – Service Project
• Committee Work 20 min
  – Service Project
  – Activity
  – Lodging
• Group Presentations / Re-cap 15 min
2015 – Year 21

- Location: Bend/Sunriver
- Accommodations: VRBO in Sunriver
- Date: End of June
- Service Project: None. Instead attended Regards to Rural Conference
2012-2014 – Years 18-20

- Location: Creswell, Springfield, Lebanon
- Accommodations: Camping on the farms, BBQ or Farm-to-Fork dinner
- Date: End of July
- Service Project: Farm chores (weeding, cutting blackberries), clearing ground for new garden, building school garden greenhouses
2011 – Year 17

• Location: Adair Village (near Albany)
• Accommodations: ?
• Date: Last weekend in June
• Service Project: Door-to-door community survey with the Tsuga Community Commission
And a little further back...

• The Dalles Ranch
Constraints To Consider

• Budget= $4000-8000
  – Travel Reimbursements make up the largest expense
  – Meals + Lodging + Mileage

• Service Project
  – Usually tied to a current RARE member, need someone on-site to coordinate

• Lodging & Activities
  – Inclusive and comfortable for everyone
Location
Date(s)

• Probably want to aim for a weekend in July
  — Or...Regards to Rural, June 17-18 in Ontario
• How many nights?
Service Project

• Dependent on location and RARE connection
• Preferences?
  – Outdoors vs Indoors
  – Manual Labor vs Professional Labor
• Other Ideas?
Accommodations

- Camping
- House/Vacation Rental
- Hotel
- Cabin/Yurt
- Other?
Breakout Groups

• Service Project committee
  – Partners + location + time

• Activity committee
  – Recreation
  – Reflection/Bonding

• Lodging committee
  – Search for places to stay
  – Keep budget in mind
Possible Resources

• Service Project
  – Local knowledge + connections
  – VolunteerMatch.org, TrailKeepersOfOregon.org, etc

• Activity
  – Local knowledge
  – Travel Oregon
  – OregonHikers.org
  – Trip Advisor

• Lodging
  – Local knowledge
  – VRBO.com  (tip: use search parameter -- sleeps 25+)
  – OregonStateParks.org
All Committee Meeting

• Group presentations
If you would like to continue your involvement or have new ideas, get in touch with Titus.

Otherwise, can’t wait to see you all there!

THANK YOU!!! 😊