**FHSD Event Strategy Form**

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| **Event Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Event Host: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Event Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Event Location/Venue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

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| **Event Background** | |
| Objective(s) |  |
| Goal(s) |  |
| Post event follow up strategy |  |
| Description |  |
| Invitation criteria  Please identify groups to be invited:   * FHSD Faculty and Staff * Alumni * Community Contacts: Compiled * Other   Be as specific as you can | (Who will be invited and why) |
| Number of Guests anticipated |  |
| Approved Budget |  |
| Project Sponsor |  |

**Identify Planning Team:**

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| ***Role*** | ***Team Member*** |
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**Task Assignment**

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| ***Tasks*** | ***Responsibility*** |
| **Event Strategy** |  |
| Determine Invitation List |  |
| Confirm Quotes and Budget |  |
| Decide Venue Strategy |  |
| Confirm Registration System |  |
| Assign Registration Manager |  |
| Create Promotion Plan  \*\*Budget, deliverables, priorities confirmed with Marketing and Communications Strategist |  |
| Book Speaker/Visitor etc. |  |
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| **Event Planning** |  |
| Book Venue ( Complete Central Booking Request)   * Visit venue to confirm set-up |  |
| Book Audio- Visual |  |
| Confirm UBC Security Form |  |
| Confirm UBC Facilities Set-up   * Stage/podium * Floor plan |  |
| Book Catering |  |
| Determine Parking Needs |  |
| Determine Rentals |  |
| Volunteer Recruitment |  |
| Create Necessary Contracts |  |
| Create Emcee Notes |  |
| Book Photographer |  |
| Book UBCOtv |  |
| Create and Send Invitation |  |
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| **Pre-Event** |  |
| Event Reminder to Guests |  |
| Nametag |  |
| Welcome Desk/Registration Process Confirmed |  |
| Volunteer Plan Confirmed |  |
| Timeline of Day Created and Shared to Team |  |
| Directional Signage |  |
| Event Supplies confirmed and compiled |  |
| Guest List Printed |  |
| Create Event Program |  |

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| **Post-Event** |  |
| Team De-Brief |  |
| Honoured Guest Follow-up |  |
| Pay Invoices |  |
| Thank you to Attendees |  |