

BURNABY CENTRAL EVENT PLANNING GUIDE



The following guide is designed to help you create a successful event.

Step 1: Assess Your Event: Remember to start with the end in Mind!

1. What is the GOAL or purpose of your event?
2. Who is your audience?
3. Why should people participate in your event?
4. Are your event goals **SMART**?
 - Specific:** take all details into account
 - Measurable:** evaluate the start and end point
 - Action Oriented:** create a complete action plan
 - Realistic:** plan for the best possible results
 - Timeline:** Create a schedule leading up to the event

Step 2: Plan Your Event : use the project information guide

Plan for the event by ensuring there are answers to these questions:

1. Where is the event taking place? Do you need a back up location?
2. When will this event take place? Do you have an alternate date in case of an emergency? Are there any potential conflicts?
3. What duties/jobs/sub-committees are needed?
 - a) Chairperson/Supervisor(s)
 - b) Promotion/Advertisement
 - i) Posters/Flyers
 - ii) PAs/Bulletin/Electronic Board
 - iii) Newspaper
 - c) Equipment/Technology
 - d) Treasurer/Data collection
 - e) Other Positions _____
4. When do the tasks need to be completed for each of the above? Include these stages of event planning:
 - a) Pre Planning Stage (weeks before) and Lead Up (days before)
 - b) Day of, During the Event, Immediately after (clean up)
 - c) Post Event
5. What equipment/resources/supplies will be needed and where are they found?
 - i) Chairs/Tables
 - ii) Sound System
 - iii) Promotion materials
 - iv) Other Equipment/Tech: _____
6. IMPORTANT DATES: When should the Event Plan be completed and reviewed? When will you do a rehearsal? Job Assignments?

Step 3: Contacts and Permission

Contact all necessary staff for permission and use of equipment/facility.

1. **ATM - Administration Team Meeting**
 - Book appointment for Wednesday morning with administration
2. **Finance Committee**
 - Event involving funds must obtain approval
3. **Staff Committee**
 - Event requiring schedule changes, class disruptions or large student populations must get approval
4. **PE Department**
 - Event involving gym space must get approval from PE Department Head (during school) or Athletic Director (after school)
5. **Other Contacts:** Charity Organization, Community Group, PAC, Secretary, Custodians, School Board, Resource Center

Step 4: Implementation: PUT THIS EVENT INTO ACTION

Include the final stages of event planning:

- What will be done during the event? Post event?

Don't Forget:

- A Back Up Plan: what could go wrong and what will you do?
- Clean-Up Plan: who will take care of the aftermath of the event
- Remember to thank all students and staff who contributed time and effort in making this event possible.

Step 5: Evaluate Your Event

Complete a **Final Report**. Include the following (be critical):

1. Summarize the event:
 - a. Provide an overview of your event
 - b. Where all your goals met, did you accomplish everything you wanted to do? Where there any mistakes/problems that you did not prepare for that could have been prevented?
 - c. How do you feel the project/event went overall? Give your project/event an overall score out of 20:
10 = minimal achievement 15 = good achievement 20 = excellent achievement
2. List all jobs and timelines for this event (include details):
 - a) Include all phases of event planning (pre, during, post)
 - b) Discuss what and how each sub-committee did
3. Discuss successes and weaknesses of the event (pros/cons) and suggest possible improvements for future reference.
4. Update/organize your project folder and include any resources that were used (checklists, contact letters, announcements, flyers, photos, etc.).

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PROJECT INFORMATION	
Project Name:	
Group Members:	
Date(s) of Event:	
Time:	
Location:	
Community Organization (if applicable)	
Goal: Briefly explain how this event will benefit Burnaby Central and/or our community.	
Description: Briefly describe the Timeline or sequence of events for this project.	
Approval:	ATM/Admin: _____ Date: _____ Finance Committee: _____ Date: _____ Staff Committee: _____ Date: _____ PE Department: _____ Date: _____
Other Contacts:	

EVENT RESPONSIBILITIES

POSITION	RESPONSIBLE FOR...
CHAIRPERSON(S):	
Committee Members:	

EVENT EQUIPMENT/MATERIALS

[illegible]

TASK MANAGEMENT/TIMELINE (Include Pre, During, and Post Event Phases)	
Pre-Event	<p>1. Review event goals and objectives.</p> <p>2. Assign roles and responsibilities to team members.</p> <p>3. Conduct a risk assessment and develop contingency plans.</p> <p>4. Communicate event details to all stakeholders.</p> <p>5. Prepare necessary materials and equipment.</p>
During Event	<p>1. Monitor event progress and time schedule.</p> <p>2. Address any issues or challenges that arise.</p> <p>3. Maintain clear communication with all team members.</p> <p>4. Ensure safety protocols are followed at all times.</p> <p>5. Document key moments and feedback from attendees.</p>
Post-Event	<p>1. Conduct a debriefing session with the team.</p> <p>2. Evaluate the success of the event against the initial goals.</p> <p>3. Gather feedback from attendees and stakeholders.</p> <p>4. Prepare a final report and share it with relevant parties.</p> <p>5. Reflect on the experience and identify areas for improvement.</p>

TASK DESCRIPTION	NAME	DEADLINE
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CHECKLIST/REMINDERS

Promotion: always include the 5 Ws (who, what, where, when, why)

- a) PA – leave message in tray in office
 - proof read for clarity, check with Ms. H
 - is it unique? Easy to understand?
- b) Bulletin – hand in by 2:00 PM day before to the office (have Ms. H sign it)
 - indicate if for teacher or student bulletin
- c) Poster/Flyers - hide tape, use displays
 - create a rough draft first
 - clean up supplies (paper, paint brushes)
 - remove when finished
- d) Electronic Board (see _____), School webpage(see Mr Hendry), TVs (see Mr. Kamiya)
- e) Letters – for approval, donations, etc.
 - computer written, proof read
 - school letterhead
 - include proper introduction
 - sign and hand deliver if possible
- f) Social Media – get approval by Ms. H