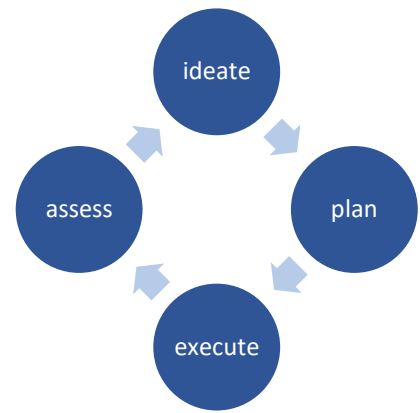


# Mastering Event Management

SLICE



Use the event management cycle to maximize your event potential and ensure information lives on.

Event Name: \_\_\_\_\_

<p><b>Objective:</b></p> <p><b>Audience:</b></p> <p><b>Ideas:</b></p>	<p><b>Date/Time/Location * Set Up * Décor/Materials *</b></p> <p style="text-align: right;"><b>Food * Entertainment * Budget * Risk * Promote</b></p>
<p><b>Start:</b></p> <p><b>Stop:</b></p> <p><b>Continue:</b></p>	<div style="text-align: center;"> <p><b>Ideate</b> → <b>Plan</b></p> <p>↑                      ↓</p> <p><b>Assess</b> ← <b>Execute</b></p> </div> <p style="text-align: right;"><b>Volunteer Notes</b></p> <p><b>Contact Info * Timeline * Essential Day-Of Tasks</b></p>

# Things to Consider when Event Planning

## Brainstorm Openly

- Have a facilitator who can build trust and keep the conversation on track
- Have a few leading questions
- Go for quantity not quality – encourage wild and ‘absurd’ ideas
- Discourage judgement and analysis
- Make sure everyone’s ideas are heard
- Use the dot strategy to narrow down ideas
- Move on to “The Plan”

## Delegate Effectively

- Prepare by thinking out delegated task
- Set expectations for communication, including frequency & content
- Confirm person understands instructions
- Confirm person’s commitment to the success of the task
- Confirm accountability

## Consider Risk

- **Life/Health Safety Risk** - Risks or opportunities related to injury, damage, or health and safety of the campus population, including impacts caused by accidental or unintentional acts, errors or omissions, and external events such as natural disasters.
- **Compliance/Legal Risk** - Risks or opportunities related to violations of federal laws and regulations, state laws and regulations, local municipal laws, case law, accreditation standards, university policies and procedures, and contractual obligations, including contractual agreements.
- **Financial Risk** - Risks or opportunities related to physical assets or financial resources, such as: gifts, JFC funding, budget, cash management, overall debt, etc.
- **Reputation Risk** - Risks or opportunities related to the organization’s reputation are inherent in all activities and encompass every risk category. Therefore, the reputation of the organization is taken into account for every risk.
- **Operational Risk** - Risks or opportunities related to the management of day to day organization programs, functions, activities, facilities, infrastructure (including technology).
- **Mission Risk** - Risks or opportunities related to the organization’s mission.

## Have Fun!

## Write Things Down

- What happened?
- Did things go as planned?
- What is the money situation?
- Who were our contacts?
- What thank yous do I need to send?

