

Workshop 020: Expo Planning

1 Activity – International Community Media Expo Engaging Participants

- Open the DMU Commons Wiki International Community Media Expo page.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- Open Talk on the DMU Commons <https://talk.our.dmu.ac.uk>
- Use the topic ‘**Community Media Expo**’ to share ideas about collaborative activities for the expo.
- Use the Community Media Expo category if you want to start other threads that are related.
- Review the information listed and identified on the wiki about International Community Media Projects.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects

2 Discussion – International Community Media Expo Planning Checklist

- Use the whiteboard to create a mind map of the status of your planning for the International Community Media Expo.
- What media coverage are you planning for the event?
- Are you planning to use social media?
- Are you planning to record any video for the event and in what format?
- Are you planning to record any audio for the event and in what format?
- Are you planning to display any media content – how and where will this be shown?
- Are you planning to undertake any live-streaming of the event?
- How are you going to ensure that guests are aware that recording is in place?
- Will you be encouraging guests and visitors to share their experience using social media platforms?
- What technical resources are you going to need to facilitate the capture and recording of media content?
- What technical support will you need for the media provision?
- What access to networks and WIFI will you need?
- Do you need charging stations for the equipment you will be using?
- How will you make announcements?
- What apps and hashtags will you be using, and how will you let people know them?
- How will you communicate with volunteers?
- Do you need to undertake a risk assessment to ensure that any problems can be resolved?
- What will your media planning checklist look like?
- http://web.mlbcommunity.org/downloads/baseball_tomorrow_fund/y2014/media_event_checklist.pdf

3 Activity – International Community Media Expo Activity Planning

- Open the DMU Commons Wiki page for the Expo.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- The information that you have agreed on above needs to be structured as separate organisational sections and activities on the wiki page.
- Divide the wiki page into sections, identify who will take responsibility for which activity.
- What is the likely timescale that these activities will need to be undertaken?
- Identify the themes and issues that you want the communication about the expo to include.
- How can you write this information so that a potential volunteer or guest speaker can read the wiki page and make sense of what is being planned and what they can expect from the forms of communication you are using?
- Log in and open the Expo 2018 page on <https://civic.our.dmu.ac.uk>
- <https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/>
- What public information can you add to this page that you can use to advise volunteers, guests, supporters, participants, and so on, about the forms of communication that you will be using?

4 Activity – CiviCRM Database Input

- Log-in to <https://civic.our.dmu.ac.uk>
- Locate CiviCRM on the dashboard.
- What data have you been adding to CiviCRM?
- Have you been building-up a contacts list in CiviCRM?
- Have you been building-up a volunteers and participants list in CiviCRM?
- Is each section of CiviCRM set up so that you can add data to the system in coming sessions?
- Who have you invited to the Expo?
- What contact details have you gathered?
- How are you communicating with the people that you are inviting?
- What if someone doesn't want to receive communication from you?

5 Event Planning Checklist

5.1 6-12 MONTHS PRIOR – SELECTING & CONFIRMING DATE & VENUE

- Decide on Event Goals & Objectives
- Determine Event Audience
- Calculate proposed expenditures and get budget approval
- Clear Event Date: Academic, Community, Religious, and Federal Calendars
- Clear Event Date: Appropriate University Administrators
- Clear Event Date: Program Speakers/Donors/Board of Trustee
- Determine ticket price
- Determine premium amount of ticket cost (this must be included in all printed materials when appropriate)
- Complete and submit to University Advancement Premium Determination Scale
- Determine and sign contract for venue

5.2 4-6 MONTHS PRIOR – FUNDRAISING OBJECTIVES

FUNDRAISING EVENTS NEED TO DO THE FOLLOWING, IF NOT SKIP TO PRINTING:

- University Advancement staff informed of event date by email
- First fundraising strategy meeting with Directors of Development must be held no less than 4 months prior to date.
- Recruit/Confirm Committee Members (if appropriate for event)
- Schedule First Committee Meeting, to be held no later than four months before event
- Committee Meeting Follow Up required & completed: Hard & Email Copy of Minutes, Informed all members of next meeting date, Personal calls made to members not in attendance. Determine appropriate people to make these calls
- Create and send for approval to University Advancement letters requesting gifts-in kind and sponsorships.

5.3 4 MONTHS PRIOR – ACCESS & CREATE PRINTING NEEDS

- Determine printing needs: Save-the-Date, Invitation, Website, Printed Program, Sponsorship Program, Scripts, Introduction, Briefings for Executives, Photographer. This must happen no less than 4 months prior to the event.
- Save-the-date: Detailed and completed information to printer.
- Invitation: Detailed and completed information to PR. Must have to PR no less than nine weeks before event.
Date to PR _____.
- Provide PR with budget for printed materials.
- Provide PR with all photos and information needed for website. This must be accomplished 12 weeks before event.
Date to PR: _____.
- Review Printing Bids obtained by PR Staff. Sign off on accepted Print Bid.
Date Completed: _____.
- Check with PR that Photographer has been secured. Photographers name and contact information:
_____.
- Request mail list. Request must be made 12 before event.
Date requested _____.
- Mail list reviewed with Advancement Services Director. Check for no duplications.

- Determine and send invitations to non ULV guests, local dignitaries, etc.
- Determine signage needed.
- Signage received in house.
- Secure entertainment. Contract Signed.

Name & Contact Information _____.

- Audio Visual Needs requested. Specifics _____.
- Invitation reviewed and appropriate signatures have been obtained. Attach copy of sign off.
- All check requests have been made. Date of request _____.
- Floral/Décor determined. Contact information of vendor

 Review and finalize sponsorship levels. Date needed _____.

- Order Trophies. Vendor information _____.
- Order Giveaways. Vendor information _____.
- Meet with catering. Determine menu.
- Send email marketing communication to audience.

Target audience description _____

- Second committee meeting date, location determined, and Executives informed of date. To be held no less than two months before event.

Date of Meeting _____.

- Obtain all information including pictures & logos for sponsorship ads and banners. Sponsors signed off on ads.
- Secure permits, insurance, wavers. Items needed

- _____
 Complete phone call campaign to increase attendance.
 Determine appropriate people to meet special guests/speaker day of event.
 Initial briefing all program participants. This must be accomplished 3 weeks prior to event.

Date _____.

- RSVP list created.
- Determine by consulting Directors of Development relevant to be included on an internal RSVP list.
- Create & distribute internal RSVP list.
- Initial RSVP list & speaking points to President. This must be completed one full week prior to event.

Date submitted _____.

- Power Point Completed. Description Power Point message

 Information/ invitations sent to non ULV guests about honorees.

- Secured Alumni, Student or Staff volunteers.
- Determined day of event roles for staff. Briefed staff.
- Seating strategy meeting.
- Seating finalized.
- Final count to venue.
- Name tags created.
- Briefed event registration staff.
- Overnight accommodations secured.
- Menu determined.
- Child care accommodation secured.
- Transportation needs secured.
- Parking secured.
- Itinerary/speaking points to all guests.
- Created Shot Sheet for Photographer.
- Face to Face briefing with President week before event.

5.4 EVENT FOLLOW UP

- All vendors paid
- Budget settlement
- Photos ordered
- Photos and letters sent to all key participants
- Thank you notes sent
- Event photos and captioned to PR for web posting
- Entire Advancement staff event review

6 Activity – Blogging & Wiki Reflection Coursework C

- Visit the assessment criteria for Coursework C: [https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C - Running International Community Media Day .2830.25.29](https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C_-_Running_International_Community_Media_Day_.2830.25.29)
- How will you write-up your planning activities in your blogs, so that they illustrate and demonstrate the thinking, researching and planning that you are undertaking?
- What process of evaluation do you need to undertake to understand how the planning and organising for the International Community Media Expo is proceeding?
- How will you undertake these evaluation tasks?
- How will you share your thoughts an insight about the principles you have established for the development of the expo?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?
- What are your thoughts and feelings about this project and how it is being developed?
- What do you think will be a useful measure of success?

7 References