

Event Planning Course Design Document

Friends of Butte Creek

<p><i>Business Purpose</i></p>	<p>Friends of Butte Creek (FBC) works to raise awareness and to provide protection for the future of the Last Best Run of Spring Run Salmon in California. Additional efforts of FBC include supporting the Annual Wild & Scenic Film Festival, saving trees in surrounding areas from unnecessary removal, and providing environmental education to the community.</p> <p>The Annual Wild & Scenic Film Festival film festival serves as a primary fundraising initiative to sustain FBC’s work across the calendar year. Therefore, co-founders Pamela Posey and Allen Harthorn have identified a need to design and develop a high quality training on the fundamentals of non-profit event planning as part of their onboarding process in order to empower learners to maximize film festival profits.</p> <p>Pamela Posey and Allen Harthorn, have stated that onboarding new board and team members has been done informally and on an individual basis. Having to repeat the same basic information over and over again is inefficient and leaves room for error. A learning system must be in place to assure that all necessary information about non-profit event planning can be easily transferable to new members, as well as minimize learning gaps for returning members.</p>
<p><i>Target Audience</i></p>	<p>FBC’s Board of Directors</p> <ul style="list-style-type: none"> ● Each board member provides hands-on expertise and support in the multiple fields that FBC needs to function as an NGO: biology, ecology, water monitoring, fluvial geomorphology, civil engineering, conservation and history. ● FBC recently added four new members to the board of directors, creating a total of seven members. The co-founders plan on adding more board members and full-time staff as the organization grows. ● While each board member provides support to the organization in unique ways, the desired behavior change FBC’s founders seek is to empower learners with best method event planning skills in order to maximize overall film festival profits.
<p><i>Training Time</i></p>	<p>Total training time 5 hours for a 5-section eLearning course</p> <ul style="list-style-type: none"> ● 55 minutes per section
<p><i>Training Recommendation</i></p>	<p>An eLearning course with five sections covering Event Planning fundamentals. All Instructional materials will be delivered through Articulate Storyline.</p> <ul style="list-style-type: none"> ● Slide-based presentations ● Interactive activities to maximize learner engagement ● Written guidelines and resources ● Scenario-based simulation (“Knowledge Checks”) ● Auto-graded quizzes with formative feedback, with Google Form for score recording

<p><i>Deliverables</i></p>	<ul style="list-style-type: none"> ● 1 Design Document ● 5 Storyboards, 1 per section ● 1 Articulate Storyline file <ul style="list-style-type: none"> ○ Including five sections of content and five quizzes ○ Including voiceover narration ● 5 Google Forms for recording quiz scores
<p><i>Learning Objectives</i></p>	<p>At the end of this training, learners will be able to...</p> <ol style="list-style-type: none"> 1. Define the purpose of the event and desired outcome. 2. Develop event goals using S.M.A.R.T. 3. Organize an event team of volunteers. 4. Find event partners or sponsors who share a similar mission. 5. Find a suitable place, time, and date for the event to take place. 6. Brand and market the event. 7. Plan the logistics and flow of the event by distributing responsibilities among volunteers. 8. Establish a budget of expected costs. 9. Follow up with participants and event partners. 10. Evaluate if you met the goals of the event.
<p><i>Training Outline</i></p>	<p><u>Section 1</u></p> <ol style="list-style-type: none"> 0. Introduction <ol style="list-style-type: none"> a. Welcome b. Navigation c. Learning Objectives 1. Define the purpose of the event and desired outcome. <ol style="list-style-type: none"> a. Identify the types of events an organization can host. b. Identify the organization's available resources. c. Identify a target audience. d. Communicate the desired outcome of the event. e. Knowledge Check 2. Develop event goals using S.M.A.R.T. <ol style="list-style-type: none"> a. Identify the "Specific" goals of the event. b. Identify the "Measurable" goals of the event. c. Identify the "Attainable" goals of the event. d. Identify the "Results" goals of the event. e. Identify the "Timely" goals of the event. f. Quick Quiz #1 <p><u>Section 2</u></p> <ol style="list-style-type: none"> 3. Organize an event team of volunteers. <ol style="list-style-type: none"> a. Identify how much work is required. b. Select volunteers to fulfill the work. c. Locate the organization's management system that identifies past volunteers. d. Communicate the expectations of participation to volunteers. e. Plan meetings with volunteers. f. Identify communication channels for team members. g. Knowledge Check 4. Find event partners or sponsors who share a similar mission.

- a. Communicate the organization's mission to public figures, NGOs, businesses, clubs, associations, coalitions or sponsors.
- b. Identify goods and services the organization may offer in exchange for event partnership.
- c. Select communications channels with event partners.

5. Find a suitable place, time, and date for the event to take place.

- a. Communicate with event partners or local institutions and ask if they are willing to donate a space.
- b. Identify whether an available space fulfills the needs of the event.
- c. Identify a date and time for the event.
- d. Quick Quiz #2

Section 3

6. Brand and market the event.

- a. Identify and select ways to make the event unique or exciting.
- b. Identify publicity resources that are available.
- c. Write marketing content for a variety of media.
- d. Knowledge Check
- e. Revise content to fit each type of media outlet.
- f. Copy-edit content.
- g. Deliver content to local media outlets to cover the event.
- h. Quick Quiz #3

Section 4

7. Plan the logistics and flow of the event by distributing responsibilities among volunteers.

- a. Identify what a work plan and an action plan are.
- b. Select applications for a work plan and an action plan.
- c. Identify what a deliverable is.
- d. Write planning steps and deliverables into the work plan.
- e. Write roles and responsibilities into the action plan.
- f. Divide and delegate tasks to team members.
- g. Identify due dates for tasks.
- h. Write a participant-facing agenda of the flow of the event.
- i. Knowledge Check

8. Establish a budget of expected costs.

- a. Identify what a budget is.
- b. Identify the kinds of applications that are accessible to author a budget.
- c. Identify and list expected costs for the event.
- d. Identify whether fundraising is necessary for the event.
- e. Delegate purchasing responsibilities to team members.
- f. Quick Quiz #4

Section 5

9. Follow up with participants and event partners.

- a. Review the long term goals of the event.
- b. Identify immediate next steps that participants can take after the event.
- c. Identify ways to engage event participants in the near future.
- d. Organize participant registration into an application.
- e. Write content to send to participants.
- f. Identify ways to gather participant feedback on their experience.

	<ul style="list-style-type: none"> g. Identify what deliverables promised to event partners and speakers require further action. h. Knowledge Check <p>10. Evaluate if you met the goals of the event.</p> <ul style="list-style-type: none"> a. Schedule a time and place to meet with the event team. b. Write meeting notes. c. Review the established S.M.A.R.T. goals of the event. d. Read participant feedback. e. Evaluate whether goals were met, partially met or not met using evidence from the event. f. Quick Quiz #5 <p>11. Conclusion</p>
<i>Evaluation Plan</i>	<p>Formative: Target learners will complete 1-2 “Knowledge Checks” embedded in each section of the course.</p> <p>Summative: In order to demonstrate mastery, target learners must pass each individual section assessment via a “Quick Quiz” with a score of 80% or more. Each quiz score is logged on a Google Form as a record of completion.</p>