Friends of Butte Creek Event Planning (Section 1) eLearning Storyboard

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Section 0
	1. *[Introduction slide]*
	2. *[Did you know…? Slide]*
	3. *[What's it all mean? Slide]*
	4. *[And that's why you're here. slide]*
		ALL: Template elements: corkboard backdrop; one landscape posted paper, white or mustard, held up by one magenta pushpin.
		   1. *[Introduction of Event Planning course for Friends of Butte Creek]*
		   2. *[Did you know…? Slide]*
		   3. *[What's it all mean? Slide]*
		   4. *[And that's why you're here. slide]*
			Learner clicks Next to jump to next slide; Learner clicks buttons to reveal facts.

2.1 Overview of Course	"Here is the overview of the Event Planning course. Section 1: ● Define the purpose of the event and desired outcome. ● Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely Section 2 ● Organize a team of volunteers. ● Find coalition partners or sponsors who share a similar mission. ● Find a suitable place, time, and date for the event to take place. Section 3 ● Plan the logistics and flow of the event by distributing	Template elements: corkboard backdrop; one horizontal posted paper with title, held up by two magenta pushpins; five long post-it notes, white and mustard yellow, one per section of the course, held up by mustard yellow pushpins. On-screen text (timed with audio): "Overview of Course: Event Planning Section 1: ● Define the purpose of the event and desired outcome. ● Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely Section 2 ● Organize a team of volunteers.	Learner clicks Next to jump to next slide.

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	responsibilities among volunteers. • Establish a budget of expected costs. Section 4 • Brand and market the event using local media, social media, email blasts and word of mouth. Section 5 • Follow up with participants and record attendance. • Evaluate if you met the goals of the event."	• Find coalition partners or sponsors who share a similar mission. • Find a suitable place, time, and date for the event to take place. Section 3 • Plan the logistics and flow of the event by distributing responsibilities among volunteers. • Establish a budget of expected costs. Section 4 • Brand and market the event using local media, social media, email blasts and word of mouth. Section 5 • Follow up with participants and record attendance. • Evaluate if you met the goals of the event."	
2.2 Section 1 Essential Questions	"Let's begin Section 1. • Define the purpose of the event and desired outcome. • Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely.	Template elements: corkboard backdrop; one LEFT posted paper, mustard yellow, held up by one magenta pushpin; one RIGHT posted paper, white, held up by one magenta pushpin.	Learner clicks Next to jump to next slide.

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	Essential Questions ● Why are you hosting an event? ● What type of event will best fulfill your intended purpose? ● Who is your target audience? ● What does success look like and how will you measure it?"	On-screen text (timed with audio): [LEFT paper] "Section 1 ● Define the purpose of the event and desired outcome. ● Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." [RIGHT paper] "Essential Questions ● Why are you hosting an event? ● What type of event will best fulfill your intended purpose? ● Who is your target audience? ● What does success look like and how will you measure it?"	
2.3 Section 1 Title	"Define the purpose of the event and desired outcome."	Template elements: corkboard backdrop; one landscape posted paper, mustard yellow, with title, held up by one magenta pushpin. On-screen text and visuals (timed with audio): "Define the purpose of the event and desired outcome."	Learner clicks Next to jump to next slide.

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2.4 Why are you hosting an event?	"Why are you hosting an event? This course is focused on event planning within a non-profit context. In order to understand what a non-profit event is, let's briefly look at what it is not. An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. There are three main categories which events go under: private, corporate and non-profit. Private events are used for individuals who can book venues such as weddings, birthday parties, and holiday gatherings. Corporate events are used for a business to promote their companies brand and products such as team building exercises, business dinners, conferences, networking events, seminars, product launches and meetings. Non-profit events are those used by organizations that are as large and	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Define the purpose of the event and desired outcome." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s *Shows the essential question at the top:* "Why are you hosting an event?" *Shows a large question mark icon in center of screen.* 17s *Show a dictionary entry definition:* "event /əˈvent/ *noun* A public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of	Learner clicks Next to jump to next slide.

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	formal, like Greenpeace, or small and informal, like a neighborhood coalition. They can be used to raise awareness and/or funding for a specific cause. Non-profit events share some characteristics with the previous two categories. Like private events, they can target a specific audience for inclusion, and like corporate events, they can be used to build professional relationships between the organization and the community. Some examples of non-profit events are fundraisers, sponsored runs, charitable auctions, film screenings and many, many more."	their size, type and context." 32s *Show three gray boxes with corresponding text boxes underneath:* "Private" [LEFT]; "Corporate" [MIDDLE]; "Non-profit" [RIGHT]. 39s [LEFT GRAY BOX] *Fades to reveal stock photo of a wedding.* 48s [MIDDLE GRAY BOX] *Fades to reveal stock photo of a corporate meeting.* 65s [RIGHT GRAY BOX] *Fades to reveal stock photo of a street rally.* 78s [LEFT; MIDDLE PHOTOS] *Disappear.* [RIGHT PHOTO] *Shows rays of color coming out of photo to various icons that represent descriptive elements in narration.* 107s *Shows on-screen text of examples of*	

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		non-profit events: "Fundraisers"; "Sponsored Runs"; "Charitable Auctions"; "Film Screenings"	
2.5 What type of event will best fulfill your intended purpose?	"What type of event will best fulfill your intended purpose? Click on each button to find out. [BUTTON 1L] To kick-off a longer, more sustainable campaign. [BUTTON 1R] A protest. [BUTTON 2L] To gain publicity for a particular cause or issue. [BUTTON 2R] A movie screening. [BUTTON 3L] To fundraise for a particular cause or issue. [BUTTON 3R] A 5k race. [BUTTON 4L] To recruit for an organization or program.	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Define the purpose of the event and desired outcome." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text (triggered by Learner clicking each button, timed with audio): 0s *Shows the essential question at the top:* "What type of event will best fulfill your intended purpose?" *Shows eight buttons: four on the left* [L] *are cerulean blue and read* "Purpose"; *four on the right* [R] *are navy blue and read* "Example". [BUTTON 1L] To kick-off a longer, more sustainable campaign.	Learner clicks on eight buttons to reveal "Purpose" (four) and "Example" (four) of types of non-profit events. The learner may advance to the next slide only after all buttons have been clicked. Learner clicks Next to jump to next slide.

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	[BUTTON 4R] A happy hour. "	[BUTTON 1R] A protest. [BUTTON 2L] To gain publicity for a particular cause or issue. [BUTTON 2R] A movie screening. [BUTTON 3L] To fundraise for a particular cause or issue. [BUTTON 3R] A 5k race. [BUTTON 4L] To recruit for an organization or program. [BUTTON 4R] A happy hour.	
2.6 Who is your target audience?	"Who is your intended audience? You might think that everyone you know will be interested in your event, and they might be. So while it's possible to tell everyone about your event and wait for the ticket sales to roll in, this method can be both expensive and time-consuming. Not every individual is likely to actually	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Define the purpose of the event and desired outcome." The LEFT landscape paper contains all other on-screen text that appears	Learner clicks Next to jump to next slide.

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	buy a ticket, for a number of reasons: that tickets are too expensive, the timing doesn't fit in their schedule, or the venue is too hard to reach. It's much better to identify your exact target audience so that you know who you'll be promoting your event to. Here are some characteristics that are common in event marketing: Age; Level of Education; Place of Residence; Race & Ethnicity; Hobbies; Gender; Socioeconomic Status; Career; Sexual Orientation; Friendship Group(s); Online Behavior; Religion; Shopping Habits; Club Memberships; (and) Hopes & Fears"	throughout the duration of this slide. 0s *Shows the essential question at the top:* "Who is your target audience?" *Shows an icon of a target audience: several silhouette heads with a magnifying glass over one.* 52s On-screen text (timed with audio): *Shows rays coming from target audience icon to each of the following:* "Age; Level of Education; Place of Residence; Race & Ethnicity; Hobbies; Gender; Socioeconomic Status; Career; Sexual Orientation; Friendship Group(s); Online Behavior; Religion; Shopping Habits; Club Memberships; (and) Hopes & Fears"	
2.7 Who is your target audience? II	"There are some methods you can use to quickly identify your target audience. Click on each button to find out. [BUTTON PURPLE] Look at your past attendees If you've organized a similar event in the past, you're already several steps ahead. You can now have a closer look at your past attendees to understand	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Define the purpose of the event and desired outcome." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide.	Learner clicks on six buttons to reveal information on determining a target audience. The learner may advance to the next slide only after all buttons have been clicked.

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	your target demographic. Use your ticketing platform to help you dig into the data of your past event attendees. If you collected feedback after your event, even better. That feedback will help you determine if you brought the right people to your event and whether they'd come back again. [BUTTON GREEN] Analyze your competitors' audience If you don't have access to previous event attendee data—or you haven't put on an event before—you can simply look at who is attending events similar to yours. Go to the competing organizations' website or event listing and look at everything they do. Identify answers to the following questions: What does their website look like? What tone of voice do they write in? How do they promote on social media (and which platforms)? What kind of content are they using (blogs, images, video, or audio)? What kind of comments and engagement are they receiving? Write everything you find down and look at it closely. You should now have a much better idea of what kind of audience to promote your event to. [BUTTON ORANGE]	On-screen text (triggered by Learner clicking each button, timed with audio): 0s *Shows the essential question at the top:* "Who is your target audience?" *Shows six buttons: each are the target audience icon used in the previous slide, but each one is a different color:* [PURPLE]; [RED]; [GREEN]; [BLUE]; [ORANGE]; [PINK] [BUTTON PURPLE] Look at your past attendees [BUTTON RED] Survey your mailing list [BUTTON GREEN] Analyze your competitors' audience [BUTTON BLUE] Create an attendee persona [BUTTON ORANGE] Ask a friend in the industry [BUTTON PINK] Find out the real reason they attend events	Learner clicks Next to jump to next slide.

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	Ask a friend in the industry If you're lucky enough to know someone who has arranged events similar to yours, then reach out to them. Buy them a coffee and pick their brains about who their audience is, where to find them, and what kind of marketing they respond to. Take care not to ask someone whose in the process of arranging a similar event at the same time as yours, as this may impact the quality of feedback you receive. [BUTTON RED] Survey your mailing list If you've created a mailing list, use it to find out more about the people who've subscribed and their motivations. You can create a pre-event survey and ask them about their background, interests, and anything else you think might help you better identify your target audience. Here are some questions you can ask them: What makes you excited about this event? Who would you like to see perform or speak? What kind of food or drinks would you be interested in? Where do you keep up to date with events?		

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	[BUTTON BLUE] Create an attendee persona A buyer persona is a useful tool in event promotion. It's essentially an example of the typical event attendee. You can create such a persona from the information you've collected from past attendees or competitor events. For example, if you know that roughly 70% of people attending events like yours work in finance, then your buyer persona will work in finance. If you know that your kind of event is typically attended by women aged 30–50, then your buyer persona should be a 40-year old woman working in finance. [BUTTON PINK] Find out the real reason they attend events It's useful to dig a bit deeper to find out the exact reasons your ideal event attendee is interested in your event. It's tempting to think that this point is straightforward. After all, are people who attend cooking classes not merely interested in learning how to cook? Yes and no. If you find out why they are interested in your cooking class, you'll be in a much better position to appeal to their interests and have them attend your event. For example, if your cooking class focuses on		

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	Japanese cuisine, it might appeal to people who've travelled to Japan or otherwise have an interest or ties to that country. Your event marketing strategy could then focus on all things related to Japan. Create an experience, rather than merely telling people to come.		
2.8 Knowledge Check #1	"It's time for a Knowledge Check.

Can you identify the type of event, and the target audience that would best fit the following event planning scenario?

Simone is 60-years old and lives in Portland, OR. She's noticed this year that the trash bins in her neighborhood, Hillside, are full of recyclables such as glass bottles and metal cans. Although there are recycling bins located next to trash bins and communal dumpsters, she's concerned that a number of her neighbors aren't consistently using them. She wants to plan an event to spread awareness about the positive environmental impacts of recycling and get as many neighbors to attend as possible.

Click on each button to reveal the answers. | Template elements: corkboard backdrop; one large landscape posted paper, white, held up by one blue pushpin. This large paper contains all on-screen text that appears throughout the duration of this slide.

On-screen text (timed with audio):

0s
"Knowledge Check!"
Shows a vector graphic of a character called Simone. Simone is pushing a recycling bin with a curious look on her face.

4s
"Can you identify the type of event, and the target audience that would best fit the following event planning scenario?"

13s
"Simone is 60-years old and lives in Portland, OR. She's noticed this year | Learner clicks on two buttons to reveal answers to the Knowledge Check questions.

The learner may advance to the next slide only after all buttons have been clicked.

Learner clicks Next to jump to next slide. |

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	[BUTTON TYPE OF EVENT] A movie screening to gain publicity about the issue. [BUTTON TARGET AUDIENCE] Level of Education: all, potential focus on those who haven't accessed higher education; Place of Residence: Hillside neighborhood; Club memberships: any pre-existing neighborhood watch groups, HOA's; Age, Gender, Race & Ethnicity, Sexual orientation, Religion, Socioeconomic Status, Career: all."	that the trash bins in her neighborhood, Hillside, are full of recyclables such as glass bottles and metal cans. Although there are recycling bins located next to trash bins and communal dumpsters, she's concerned that a number of her neighbors aren't consistently using them. She wants to plan an event to spread awareness about the positive environmental impacts of recycling and get as many neighbors to attend as possible." 52s "Click on each button to reveal the answers." *Shows two buttons:* [TYPE OF EVENT] and [TARGET AUDIENCE]. [BUTTON TYPE OF EVENT] "A movie screening to gain publicity about the issue." [BUTTON TARGET AUDIENCE] "Level of Education: all, potential focus on those who haven't accessed higher education; Place of Residence: Hillside neighborhood; Club memberships: any pre-existing neighborhood watch groups, HOA's; Age, Gender, Race & Ethnicity, Sexual orientation, Religion, Socioeconomic Status, Career: all."	

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2.9 Section 1 Title II	"Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely."	Template elements: corkboard backdrop; one landscape posted paper, mustard yellow, with title, held up by one magenta pushpin. On-screen text and visuals (timed with audio): "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely."	Learner clicks Next to jump to next slide.
2.10 What does success look like and how will you measure it?	"What does success look like and how will you measure it? Developing S.M.A.R.T. goals will help to guide you through the planning and organizing process of your event. The event organizer you see on the slide has a current goal of "I want my event to be more successful than last time." Let's apply the principles of S.M.A.R.T. to improve this goal into one that is specific, measurable, attainable, relevant and timely. This will allow her to better estimate whether her work is on the right track all the way up to the big day."	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s *Shows the essential question at the top:* "What does success look like and how will you measure it?" *Shows a vector graphic of a character*	Learner clicks Next to jump to next slide.

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		called Mia. Mia is standing with one hand on her hip and the other on her chin, appearing deep in thought. A thought bubble expands out from her head. 21s *Text appears within Mia's thought bubble:* "I want my event to be more successful than last time."	
2.11 S.M.A.R.T.: Specific	"Specific. Goals should be written simply and clearly to define what you are going to do. Be as precise as possible. Avoid formulating goals like this: I want my event to be more successful than last time. What does that even mean? There are many ways for an event to be more successful: more attendees, higher attendee satisfaction, more profitable, etc. Be as specific as possible in defining what you want to do. Use: I want my event to generate more revenue than last time."	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s *Shows a cerulean blue blast shape on the top left corner with a bold "Specific" written inside and to the right.* "Specific."	Learner clicks Next to jump to next slide.

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		3s "Goals should be written simply and clearly to define what you are going to do. Be as precise as possible. 12s "Avoid formulating goals like this: I want my event to be more successful than last time." 39s "Use: I want my event to generate more revenue than last time."	
2.12 S.M.A.R.T.: Measureable	"Measurable. Goals should be measurable so that you have tangible evidence that you have accomplished the goal. Your goal should be estimable. You should formulate it in the way that you can measure whether you have achieved it, are close, or far from it. So avoid the generalities. Instead of: I want my event to generate more revenue. Use: I want my event to generate 100% more revenue than last year."	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s *Shows a cerulean blue blast shape on the top left corner with a bold*	Learner clicks Next to jump to next slide.

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		"Measureable" written inside and to the right. "Measureable." 3s "Goals should be measurable so that you have tangible evidence that you have accomplished the goal." 23s "Instead of: I want my event to generate more revenue." 28s "Use: I want my event to generate 100% more revenue than last year."	
2.13 S.M.A.R.T.: Attainable	"Attainable. Goals should be achievable. This may sound obvious, but it's important to set a goal that's supported by the available resources. Stretch goals can be motivational, but a goal that's unrealistic will have the opposite effect. Instead of: I want my event to generate 100% more revenue than last year. Use: I want my event to generate 30% more revenue than last year."	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s	Learner clicks Next to jump to next slide.

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		Shows a cerulean blue blast shape on the top left corner with a bold "Attainable" written inside and to the right. "Attainable." 3s "Goals should be achievable." 20s "Instead of: I want my event to generate 100% more revenue than last year." 27s "Use: I want my event to generate 30% more revenue than last year."	
2.14 S.M.A.R.T.: Relevant	"Relevant. Goals should matter to you and align with other relevant goals. We all need support in achieving our goals, but it's important to retain control over them. If you have a goal that isn't a top priority, consider dropping it or refocusing elsewhere. Instead of: I want my event to generate 30% more revenue by selling commemorative t-shirts. Use: I want my event to generate 30%	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed with audio):	Learner clicks Next to jump to next slide.

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	more revenue from ticket sales."	0s *Shows a cerulean blue blast shape on the top left corner with a bold "Relevant" written inside and to the right.* "Relevant." 3s "Goals should matter to you and align with other relevant goals." 21s "Instead of: I want my event to generate 30% more revenue by selling commemorative t-shirts." 31s "Use: I want my event to generate 30% more revenue from ticket sales."	
2.15 S.M.A.R.T.: Timely	"Timely. Goals should be linked to a timeframe that creates a practical sense of urgency. Your goals need a deadline. Setting an end point that isn't too far in the future will help keep you motivated, and will turn the goal into something actionable. Instead of: I want my event to generate 30% more revenue from ticket sales.	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text and visuals (timed	Learner clicks Next to jump to next slide.

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	Use: I want my event to generate 30% more revenue from ticket sales in the next 6 months."	with audio): 0s *Shows a cerulean blue blast shape on the top left corner with a bold "Timely" written inside and to the right.* "Timely." 3s "Goals should be linked to a timeframe that creates a practical sense of urgency." 20s "Instead of: I want my event to generate 30% more revenue from ticket sales." 28s "Use: I want my event to generate 30% more revenue from ticket sales in the next 6 months."	
2.16 S.M.A.R.T.: Put it all together	"S.M.A.R.T. Now we have a S.M.A.R.T. goal! Rather than the vague I want my event to be more successful... We have generated a much clearer and far more motivating I want my event to generate 30% more revenue from ticket sales in the next 6 months.	Template elements: corkboard backdrop; one LEFT landscape posted paper, white, held up by one magenta pushpin; one RIGHT post-it, mustard yellow, held up by one mustard yellow pushpin, showing learning objective text, "Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely." The LEFT landscape paper contains all other on-screen text that appears	Learner clicks Next to jump to next slide.

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	You might find that you have smaller goals that fit within your main goal--try to make them as S.M.A.R.T. as possible."	throughout the duration of this slide. On-screen text and visuals (timed with audio): 0s *Shows five cerulean blue blast shapes on from top left corner to top right, with a bold letter written within each one:* "S"; "M"; "A"; "R"; "T" 4s "Now we have a S.M.A.R.T. goal!" 6s "Rather than the vague I want my event to be more successful…" 12s "We have generated a much clearer and far more motivating I want my event to generate 30% more revenue from ticket sales in the next 6 months."	
2.17 Knowledge Check #2	"It's time for a Knowledge Check. Can you help Simone turn her goal into a S.M.A.R.T. goal? Simone is excited to start planning her event: a movie screening to spread awareness about the positive	Template elements: corkboard backdrop; one large landscape posted paper, white, held up by one blue pushpin. This large paper contains all on-screen text that appears throughout the duration of this slide. On-screen text (timed with audio):	Learner clicks on one button to reveal the answer to the Knowledge Check question. The learner may advance to the next

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	environmental impacts of recycling. However, this is not the first time Simone has hosted an event in her neighborhood. A few years ago she hosted a permaculture party and hardly anyone showed up--how embarrassing! She must do better this time. Her current goal is: I want my event to be more successful. It's presently April and she's determined that since summer is coming, July would be the optimal time to get people together. There are 150 people in the neighborhood and she wants everybody to attend. That said, she estimates at least 1/5 of them will be away on vacation. She needs to know who plans on attending so she can provide enough options for refreshments. She's recently joined a start-up, farm-to-table hummus business called Queen Beans and she'd like to generate some income by selling jars of hummus at the event, but this would only be an added bonus. Click on the button to reveal the answer. [S.M.A.R.T. Goal] I want my event to have 120 attendee RSVPs in the next three months. Or, I want 120 attendees at my movie	0s "Knowledge Check!" *Shows a vector graphic of a character called Simone. Simone is putting one finger in the air with a smile on her face while a lightbulb appears above her head.* 3s "Can you help Simone turn her goal into a S.M.A.R.T. goal?" 10s "Simone is excited to start planning her event: a movie screening to spread awareness about the positive environmental impacts of recycling. However, this is not the first time Simone has hosted an event in her neighborhood. A few years ago she hosted a permaculture party and hardly anyone showed up--how embarrassing! She must do better this time. Her current goal is: I want my event to be more successful. It's presently April and she's determined that since summer is coming, July would be the optimal time to get people together. There are 150 people in the neighborhood and she wants everybody to attend. That said, she estimates at least 1/5 of them will be away on vacation. She needs to	slide only after all buttons have been clicked. Learner clicks Next to jump to next slide.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
	screening three months from now.	know who plans on attending so she can provide enough options for refreshments. She's recently joined a start-up, farm-to-table hummus business called Queen Beans and she'd like to generate some income by selling jars of hummus at the event, but this would only be an added bonus." 90s "Click on the button to reveal the answer." *Shows one button:* [S.M.A.R.T. Goal] [S.M.A.R.T. Goal] "I want my event to have 120 attendee RSVPs in the next three months. Or, I want 120 attendees at my movie screening three months from now."	
2.18 Hot Tips!	"Hot Tips! There are plenty of creative activities for your event that appeal to either a wide demographic or a specific community, depending on your organization's mission. Here's a few… Pull off a tab to find out. [BUTTON 1] park cleanup	Template elements: corkboard backdrop; one LEFT post-it, red, held up by a red pushpin that reads "HOT TIPS!"; one RIGHT landscape posted paper, white, held up by one red pushpin. The RIGHT landscape paper contains all other on-screen text that appears throughout the duration of this slide. On-screen text (triggered by Learner clicking each button, timed with	Learner clicks on four buttons to reveal the "hot tips" as related to the prompt. Learner clicks Next to jump to next slide.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
	back-to-school supplies drive wilderness preparedness training [BUTTON 2] canned food drive coat drive blood drive [BUTTON 3] casino night dog grooming class acting workshop [BUTTON 4] crafting on a budget scavenger hunt battle of the bands"	audio): "Hot Tips! There are plenty of creative activities for your event that appeal to either a wide demographic or a specific community, depending on your organization's mission. Here's a few… Pull off a tab to find out. [BUTTON 1] *Shows a green icon of a park.* park cleanup back-to-school supplies drive wilderness preparedness training [BUTTON 2] *Shows a red icon of a blood bag.* canned food drive coat drive blood drive [BUTTON 3] *Shows a brown icon of a dog having a bath.* casino night dog grooming class acting workshop [BUTTON 4] *Shows a purple icon of a singer at the*	

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
		mic. crafting on a budget scavenger hunt battle of the bands"	
2.19 Section 1 Quick Quiz	"Quick Quiz! It's time to assess your knowledge of Section 1. There are five questions. You are allowed two attempts per question before the answer is revealed. You must have a cumulative score of 80% (4/5) or more to move on to the next section."	Template elements: corkboard backdrop; one landscape posted paper, white, slightly slanted, held up by one blue pushpin. On-screen text (timed with audio): "Quick Quiz! It's time to assess your knowledge of Section 1. There are five questions. You are allowed two attempts per question before the answer is revealed. You must have a cumulative score of 80% (4/5) or more to move on to the next section."	Learner clicks Next to jump to next slide.
2.20 Quiz Question 1	"1) All of the following are examples of non-profit events, except… [RADIO BUTTON 1] A protest [RADIO BUTTON 2] A movie screening	Template elements: corkboard backdrop; one landscape posted paper, white, held up by one blue pushpin. On-screen text (timed with audio): "1) All of the following are examples of non-profit events, except…	This is a multiple choice question with one correct answer. Learner clicks on the radio button which corresponds with the correct answer. There are four options.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
	[RADIO BUTTON 3] A birthday party [RADIO BUTTON 4] A 5k race"	[RADIO BUTTON 1] A protest [RADIO BUTTON 2] A movie screening [RADIO BUTTON 3] A birthday party [RADIO BUTTON 4] A 5k race"	If the Learner selects the correct answer, a pop-up window with feedback appears: "That's right! You selected the correct response." The Learner clicks "Continue" to advance to the next slide. If the Learner selects the incorrect answer, a pop-up window with feedback appears: "That is incorrect. Please try again." The Learner clicks "Try Again" to return to the question and select a different answer. The Learner is given two chances total to select the correct answer. If the Learner selects the incorrect answer for a second time, a pop-up window with feedback appears: "You did not select the correct response." The Learner clicks

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
			"Continue" to advance to the next slide. Correct answer percentage is calculated after five questions in the Quiz Results slide (2.25).
2.21 Quiz Question 2	"2) You could tell everyone you know about your event and assume they'll be as interested as you are to attend. However, this could become expensive, time-consuming and not yield the expected results. It's much better to determine your [RADIO BUTTON 1] S.M.A.R.T. goal [RADIO BUTTON 2] Target audience [RADIO BUTTON 3] Purpose of the event [RADIO BUTTON 4] Neighborhood"	Template elements: corkboard backdrop; one landscape posted paper, white, held up by one blue pushpin. On-screen text (timed with audio): "2) You could tell everyone you know about your event and assume they'll be as interested as you are to attend. However, this could become expensive, time-consuming and not yield the expected results. It's much better to determine your [RADIO BUTTON 1] S.M.A.R.T. goal [RADIO BUTTON 2] Target audience [RADIO BUTTON 3] Purpose of the event [RADIO BUTTON 4]	This is a multiple choice question with one correct answer. Learner clicks on the radio button which corresponds with the correct answer. There are four options. If the Learner selects the correct answer, a pop-up window with feedback appears: "That's right! You selected the correct response." The Learner clicks "Continue" to advance to the next slide. If the Learner selects the incorrect answer, a pop-up window with feedback appears:

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
		Neighborhood"	"That is incorrect. Please try again." The Learner clicks "Try Again" to return to the question and select a different answer. The Learner is given two chances total to select the correct answer. If the Learner selects the incorrect answer for a second time, a pop-up window with feedback appears: "You did not select the correct response." The Learner clicks "Continue" to advance to the next slide. Correct answer percentage is calculated after five questions in the Quiz Results slide (2.25).
2.22 Quiz Question 3	"3) True or false: A protest is a type of event that could fulfill the purpose of kicking off a longer, more sustainable campaign. [RADIO BUTTON 1] True	Template elements: corkboard backdrop; one landscape posted paper, white, held up by one blue pushpin. On-screen text (timed with audio):	This is a true/false question with one correct answer. Learner clicks on the radio button which corresponds with the correct answer.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
	[RADIO BUTTON 2] False"	"3) True or false: A protest is a type of event that could fulfill the purpose of kicking off a longer, more sustainable campaign. [RADIO BUTTON 1] True [RADIO BUTTON 2] False"	If the Learner selects the correct answer, a pop-up window with feedback appears: "That's right! You selected the correct response." The Learner clicks "Continue" to advance to the next slide. If the Learner selects the incorrect answer, a pop-up window with feedback appears: "That is incorrect. Please try again." The Learner clicks "Try Again" to return to the question and select a different answer. The Learner is given two chances total to select the correct answer. If the Learner selects the incorrect answer for a second time, a pop-up window with feedback appears: "You did not select the correct response." The Learner clicks

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
			"Continue" to advance to the next slide. Correct answer percentage is calculated after five questions in the Quiz Results slide (2.25).
2.23 Quiz Question 4	"4) Which part of the following goal represents the "T" in S.M.A.R.T.? I want my event to generate 30% more revenue from ticket sales in the next 6 months. [RADIO BUTTON 1] I want my event to [RADIO BUTTON 2] generate 30% more revenue [RADIO BUTTON 3] from ticket sales [RADIO BUTTON 4] in the next 6 months"	Template elements: corkboard backdrop; one landscape posted paper, white, held up by one blue pushpin. On-screen text (timed with audio): 4) Which part of the following goal represents the "T" in S.M.A.R.T.? I want my event to generate 30% more revenue from ticket sales in the next 6 months. [RADIO BUTTON 1] I want my event to [RADIO BUTTON 2] generate 30% more revenue [RADIO BUTTON 3] from ticket sales [RADIO BUTTON 4] in the next 6 months"	This is a multiple choice question with one correct answer. Learner clicks on the radio button which corresponds with the correct answer. There are four options. If the Learner selects the correct answer, a pop-up window with feedback appears: "That's right! You selected the correct response." The Learner clicks "Continue" to advance to the next slide. If the Learner selects the incorrect answer, a pop-up window with feedback appears:

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
			"That is incorrect. Please try again." The Learner clicks "Try Again" to return to the question and select a different answer. The Learner is given two chances total to select the correct answer.

If the Learner selects the incorrect answer for a second time, a pop-up window with feedback appears: "You did not select the correct response." The Learner clicks "Continue" to advance to the next slide.

Correct answer percentage is calculated after five questions in the Quiz Results slide (2.25). |
| 2.24 Quiz Question 5 | "5) Which part of the following goal represents the "M" in S.M.A.R.T.? I want my event to generate 30% more revenue from ticket sales in the next 6 months.

[RADIO BUTTON 1] | Template elements: corkboard backdrop; one landscape posted paper, white, held up by one blue pushpin.

On-screen text (timed with audio): | This is a multiple choice question with one correct answer. Learner clicks on the radio button which corresponds with the correct answer. |

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
	I want my event to [RADIO BUTTON 2] generate 30% more revenue [RADIO BUTTON 3] from ticket sales [RADIO BUTTON 4] in the next 6 months"	5) Which part of the following goal represents the "M" in S.M.A.R.T.? I want my event to generate 30% more revenue from ticket sales in the next 6 months. [RADIO BUTTON 1] I want my event to [RADIO BUTTON 2] generate 30% more revenue [RADIO BUTTON 3] from ticket sales [RADIO BUTTON 4] in the next 6 months"	There are four options. If the Learner selects the correct answer, a pop-up window with feedback appears: "That's right! You selected the correct response." The Learner clicks "Continue" to advance to the next slide. If the Learner selects the incorrect answer, a pop-up window with feedback appears: "That is incorrect. Please try again." The Learner clicks "Try Again" to return to the question and select a different answer. The Learner is given two chances total to select the correct answer. If the Learner selects the incorrect answer for a second time, a pop-up window with feedback appears: "You did not select the

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
			correct response." The Learner clicks "Continue" to advance to the next slide. Correct answer percentage is calculated after five questions in the Quiz Results slide (2.25).
2.25 Section 1 Results Slide	"Here are your results."	Template elements: corkboard backdrop; one landscape posted paper, white, held up by one red pushpin. On-screen text: "Results Your Score: XXXX Passing Score: 80% Result: YYYY [BUTTON LEFT] Review Quiz [BUTTON RIGHT] Finish Quiz	This is the results slide for the quiz. XXXX= this is the Learners quiz score as a percentage YYYY= this indicates whether the Learner got 80% or more: "Congratulations, you passed." OR whether the Learner got less than 79%: "You did not pass." There are two buttons on the bottom of the slide: [BUTTON LEFT] Review Quiz; [BUTTON RIGHT] Finish Quiz.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
			If the Learner clicks [BUTTON LEFT] then they return to the start of the quiz to review their answers, and may click through five slides of quiz questions and answer before returning to Quiz Results slide again. If the Learner clicks [BUTTON RIGHT] they advance to the next slide.
2.26 Section 1 Google Form	"Record Completion of Section 1 Fill out the following Google Form to record your completion of Section 1. Click here to go to the Google Form. When you are finished, click next to continue."	Template elements: corkboard backdrop; one landscape posted paper, white, slightly slanted, held up by one blue pushpin. On-screen text (timed with audio): "Record Completion of Section 1 Fill out the following Google Form to record your completion of Section 1. Click here [HYPERLINK] to go to the Google Form. When you are finished, click next to	The Learner clicks on "here" as it is a hyperlink that takes them to a Google Form to record their quiz score. The Google Form reads "Event Planning Course: Completion of Section 1" and has three questions to fill out: "What is your name?" ; "What score did you receive on your Section 1 Quiz?";

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
		continue."	"Would you like to share any feedback about Section 1?" The learner clicks a submit button on the Google Form. Learner clicks Next to jump to next slide.
2.26 Section 1 Google Form	"Conclusion: Section 1 By now you have learned how to… Define the purpose of the event and desired outcome. Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely. By determining… Why are you hosting an event? What type of event will best fulfill your intended purpose? Who is your target audience? What does success look like and how will you measure it? [BUTTON] Click to begin Section 2"	Template elements: corkboard backdrop; one landscape posted paper, mustard yellow, held up by one red pushpin. On-screen text (timed with audio): "Conclusion: Section 1 By now you have learned how to… Define the purpose of the event and desired outcome. Develop event goals using S.M.A.R.T.: Specific, Measurable, Attainable, Relevant, Timely. By determining… Why are you hosting an event? What type of event will best fulfill your intended purpose? Who is your target audience? What does success look like and how will you measure it?	Learner clicks [BUTTON] to jump to the beginning of the next section of the course.

Slide # / Name	Audio/Voiceover	Visual/Display	Interaction
		[BUTTON] Click to begin Section 2"	