

# Event Management

**Level 1 = up through grade 8**

**Level 2 = grades 9-10**

**Level 3 & 4 = grades 11, 12, post secondary**

Plan an event

Prepare a research proposal for an educational institution community or non-profit organization, business or government institution.

Level 1 & 2: Project does not have to be implemented, must take place between 7/2021 – 6/2022

Level 3 & 4: Projects must be completed prior to the NLC

Level 2 & 3: Must complete an event volunteering experience

**Suggested events to plan:**

- Fundraisers-dinners, dances, tournaments, etc
- Holiday events-breakfast with Santa, mother's day tea
- Leadership conference w/ multiple speakers or workshops
- School or community dances
- Youth or adult athletic tournaments-wrestling, softball, etc
- Community festivals or tourism events
- College, career or employment fairs
- Award ceremonies-hall of fame, teacher of the year banquet, etc

**Prohibited events—do no plan:**

- FCCLA chapter meetings/classroom speakers
- Individual/family parties or events
- Events not meeting the event attendee or time requirements
- Any event involving the consumption or sale of prohibited substances or violate school district policies

			Level 1	Level 2	Level 3
<b>Minimum number of event attendees</b>			25	50	75
<b>Minimum time requirement of planned event</b>			1 hour-may not exceed 1 day. Does not need to be implemented	3 hours-may not exceed 2 days. Does not need to be implemented	4 hours-may include multiple days. Must be implemented before the NLC
Pages 65	Slides 77	points	topic	description	
1	1		Project ID page	Plain paper, no graphics, no decorations: participant/s name/s, chapter name, school, city, state, event name, project title	
1	1		Table of contents	List the parts of the portfolio in the order in which the parts appear	
1	2	5	Planning Process	Summary of each step of the planning process with icons, fully explained	
1	1		Online summary	Complete the online project summary form located on the 'Surveys' tab of the FCCLA student portal, and include signed proof of submission in the portfolio	
1	1		Evidence of Eligibility	Provide documentation of completed course or a unit in consumer management or financial education in a FCS program or completion of a unit of the FCCLA financial Fitness program	
0-8			Divider/section pages	Content divider/section pages may be tabbed, may contain a title, a section name, graphic elements, thematic decorations, and/or page numbers. They must not include any other content.	
2	3		Event volunteering experience	Levels 2,3,4: volunteer at an event with 50+ people in attendance for a minimum of 2 hours per team member. 1-2 photos of the event. Completion of form.	
50	60	3	Event proposal introduction	Prepare written proposal introduction, providing a general	Prepare written proposal introduction, providing a general description, summary of clients needs and services the planner
					Prepare written proposal introduction, providing a general description, summary of clients needs and

			description, summary of clients needs and services the planner will provide	will provide. Include team participants' experience— educational level and experiences	services the planner will provide. Include team participant's resume, list references, educational level and experiences
	4	Event goal, objective/s and evaluation	Provide event goal/objective/s that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success.		Provide event goal/objective/s that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success. Include sample of evaluation tool.
	1	Event dates, background research	Determine event date options	Determine event date options, provide pertinent background research to support holding the event	Determine event date options provide pertinent background research to support holding the event. Include information on any similar events or community data to support event.
	3	Venue/Facility Space	Include selected facilities maps or diagrams, inclement weather plans, parking, restroom access to support venue choice	Include two options for venue. Provide facility maps or diagrams, inclement weather plans, parking, restroom access, to support venue choice.	
	3	Event personnel chart	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.		
	3	Health and Public safety	Describe the plans to address health, public, safety, or crisis management during the event		
	8	Planning and implementation timeline	Create a planning and implementation timeline using the template. All information must be included		
	3	Target attendees and recruitment strategy	Provide demographic information on who is expected to attend and recruitment strategies. This may include, but not limited to, demographics such as gender age, income education level, location, marital or parenting status. Etc.		
	2	Sponsor/Advertiser/ exhibitor recruitment	Identify potential sponsors, advertisers and exhibitors	Identify potential sponsors, advertisers and exhibitors, provide 1 recruitment sample method	Identify potential sponsors, advertisers and exhibitors, provide 2 recruitment sample methods

		3	Volunteer recruitment strategy	Explain the role of volunteers in event implementation and recruitment methods	Explain the role of volunteers in event implementation and recruitment methods, volunteer duty descriptions and time requirement	Explain the role of volunteers in event implementation and recruitment methods, volunteer duty descriptions and time requirement and training information
		2	Projected attendance	Estimate attendance and explain method of determining that number		
		2	Suppliers and vendors	List recommended suppliers and vendors for items such as food and beverage, décor, entertainment paid staff clean up, etc		
		2	Activity schedule	Provide a proposed schedule of activities for the event		
		3	Event marketing	Describe pre, during and post event promotion. Include logo design, poster design, and 1 sample each (pre, during, post) of social media posts	Describe pre, during and post event promotion. Include logo design, poster design, and 2 sample each (pre, during, post) of social media posts	Describe pre, during and post event promotion. Include logo design, poster design, and 3 sample each (pre, during, post) of social media posts
		6	Projected Budget, options	Include projected budget including any required deposits and cost associated with travel lodging, mileage, food, etc.	Include projected budget with 2 pricing tiers, including any required deposits and cost associated with travel lodging, mileage, food, etc.	Include projected budget with 3 pricing tiers, to reflect low, medium, or high cost. including any required deposits and cost associated with travel lodging, mileage, food, etc.
		3	Appearance	Neat, legible, professional, correct grammar and spelling used with effective organization of information		

Oral Presentation		
10	Organization/delivery	Presentation covers all relevant information w/ seamless and logical delivery
5	Knowledge of Event Planning Management	Knowledge of planning, budgeting, and managing costs is evident and incorporated throughout the presentation
3	Relationship of FCS and standards	Knowledge of business and FCS relationship is evident, national program identified, and both explained well
5	Use of portfolio	Presentation moves seamlessly between oral presentation and portfolio
3	Voice, pitch, tempo.	Voice quality is outstanding and pleasing
3	Body Language/clothing choice	Gestures, posture, mannerism, eye contact, and clothing enhances presentation
3	Grammar, word usage, pronunciation	No grammatical or pronunciation errors
5	Response of evaluators questions	Responses to questions were appropriate and given without hesitation