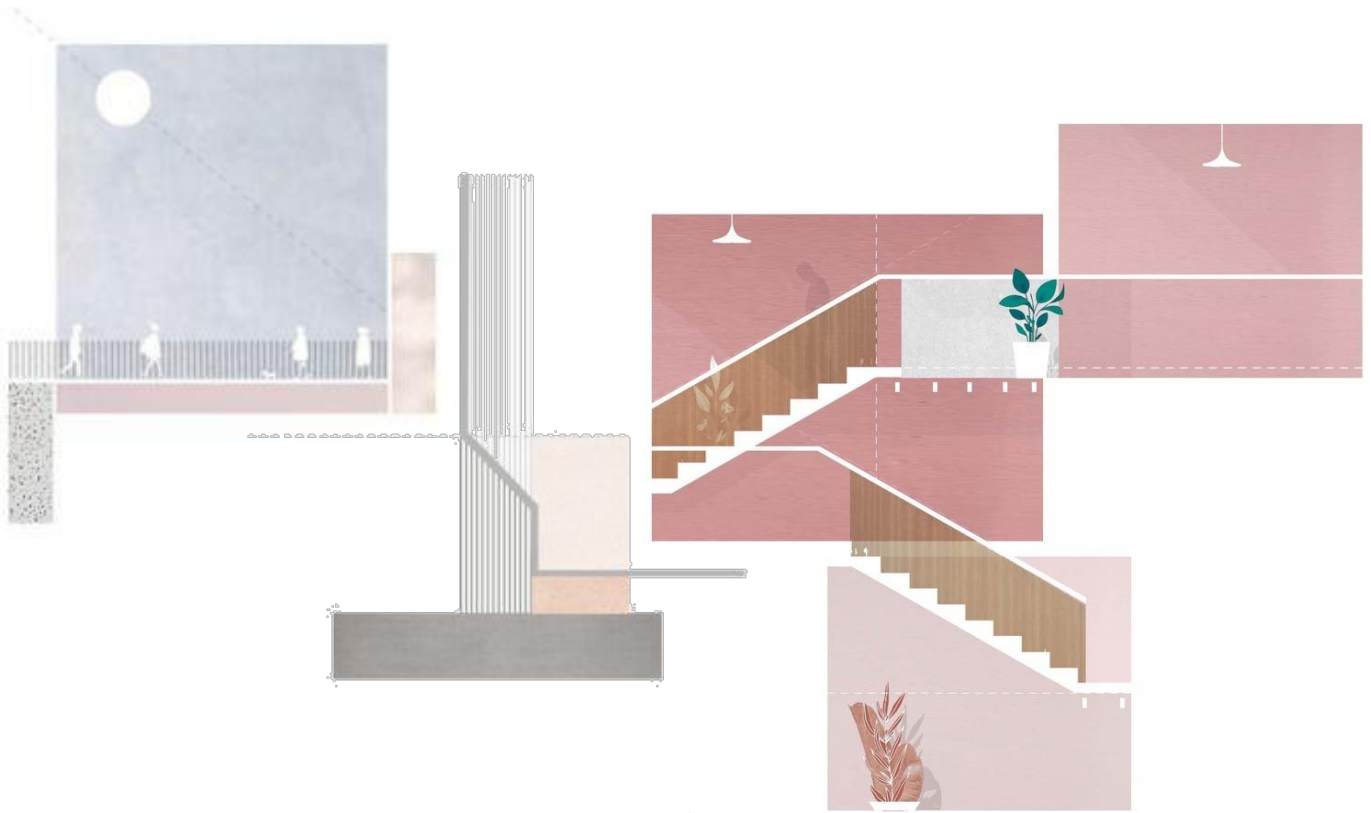


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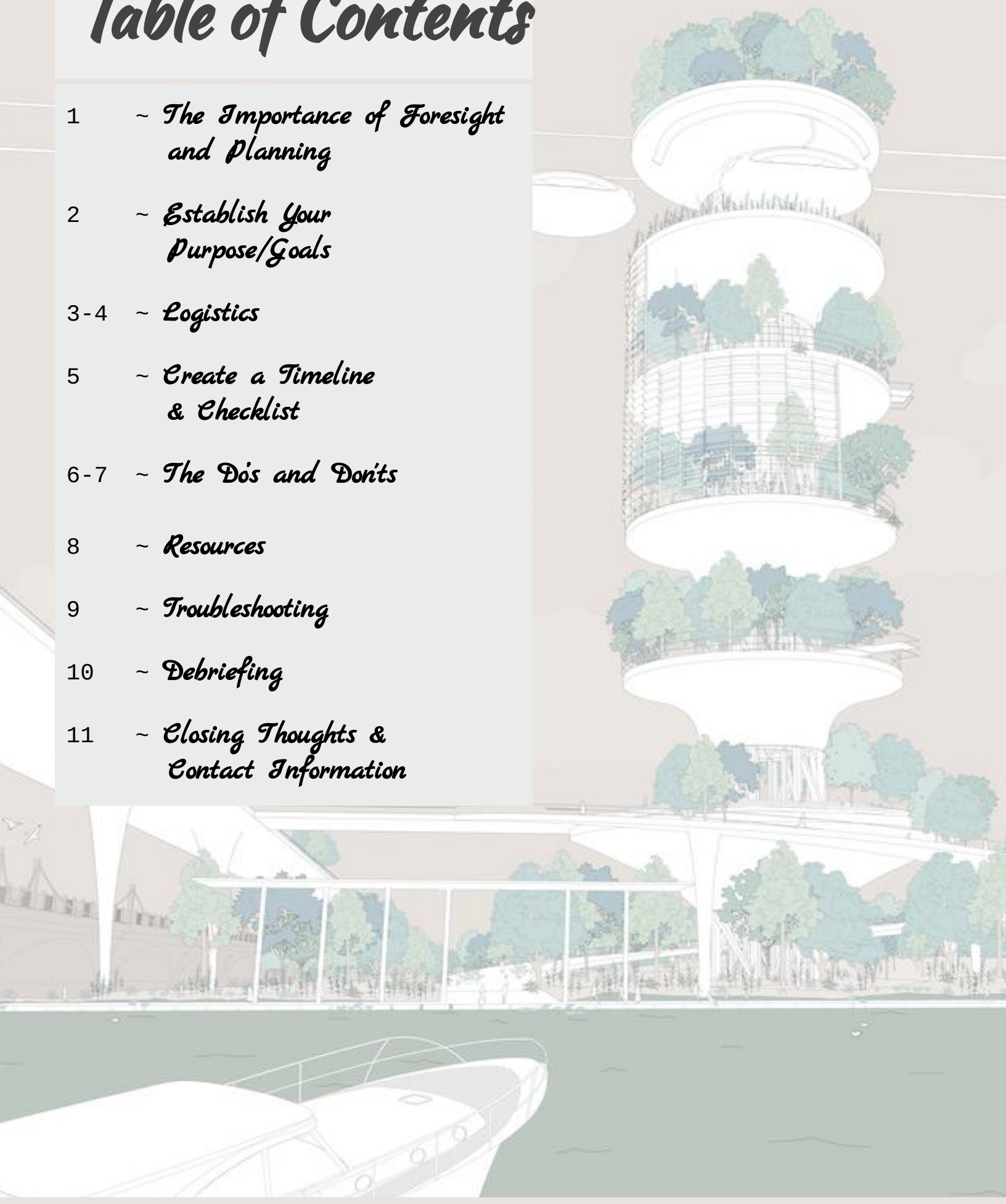
*Circle K International*

# *Small and Large-Scale Event Planning*



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# *The Importance of Foresight and Planning*

- A large-scale event is a big deal! To make it as smooth and successful of a process as possible, proper planning is imperative.
- With a plan, your event will have a greater chance of success and your attendees will appreciate everything at the end!
- Without a plan, events may not be as fun, organized, or as successful as they could be, and can create a logistical nightmare.
- To guide your event planning process, please take into account the ideas listed in the following pages:
  - Establishing your purpose/goals
  - Logistics
  - Creating a Timeline & Checklist
  - Do's & Don'ts
  - Resources

# Establish Your Purpose/Goals

## *Why do you want to plan this event?*

Do you want to raise awareness? To advertise? To raise money? Before you decide what kind of event you want plan, you need to figure out WHY you're having it. It's important to have the solid purpose before beginning the planning stages of your event. Think about what you want to accomplish with your event and about the kind of impact you want to leave.

## *What kind of event or project?*

### *Use descriptive words.*

Service? Social? Fundraiser? Using specific and descriptive wording makes the event more clear for all participants, and can help in the planning process.

What kind of event would make the most sense based upon the desired purpose?

## *Quantifiable Objectives*

Number of attendees/funds raised/materials/service hours.

While the impact you leave with your event is important, it's also important to keep track of your quantifiable objectives so future event chairs can use it as a reference.

Keep track of the number of attendees, how much you were able to fundraise (if it is a fundraiser), how much materials were used, and the service hours accumulated.



## *Examples of purposes or goals include:*

- Raising money
- Board member/club bonding
- Circle K education
- Career-readiness
- Raising awareness
- Recruitment
- Teaching a skill
- Helping the community
- Improving external relations (Kiwanis, alumni, campus)



# Logistics

## *Location - accessibility, max room capacity, parking, etc.*

- Make sure that your desired location is available, reasonably priced, and appropriate for the event.
- Decide on a location well in advance (and given proper notice if needed). Have a backup plan for when venues do not work out!
- Be sure to research your locations & ask plenty of specific questions (i.e. back-up parking in case there are small parking lots).

## *Budget - expenses, sponsors, etc.*

- What can be donated? Borrowed? Fundraised in advance?
- Ensure that everything you need is something that you can reasonably obtain, and make sure that all volunteers are aware of any costs associated with the event.

## *Marketing - plan a campaign*

- The more people know about your event, the more people will go!
- Advertise strategically both in-person and online so that you can register and expect as many volunteers as you need, and as many guests as you can accommodate.

## *Volunteers - shift breakdown, # needed*

- Knowing how many volunteers you need will help the entire process run more smoothly.
- Make sure that everyone has something to do, and that they all have the resources needed to succeed!
- Service hours can also be split up into different shifts (set-up, clean-up, etc.).

# Logistics

## Registration

Counting your attendees can help save you money, time, and resources! Ask yourself the following questions: Advance registration vs. at the door registration? When should the deadline be for either (or both) registration dates? Will there be difference in price between these two? How many members should the event be capped at before we have a wait-list?

## Event Request Form (ERF)

Occasionally, there will be times where members outside of immediate club membership will want to attend your event.

An Event Request Form basically allows clubs to get CNH Kiwanis' approval to interclub across divisions.

Housing (in some cases) may be required if an event is across multiple Divisions, is in the evening, starts early in the morning, involves overnight travel, etc.

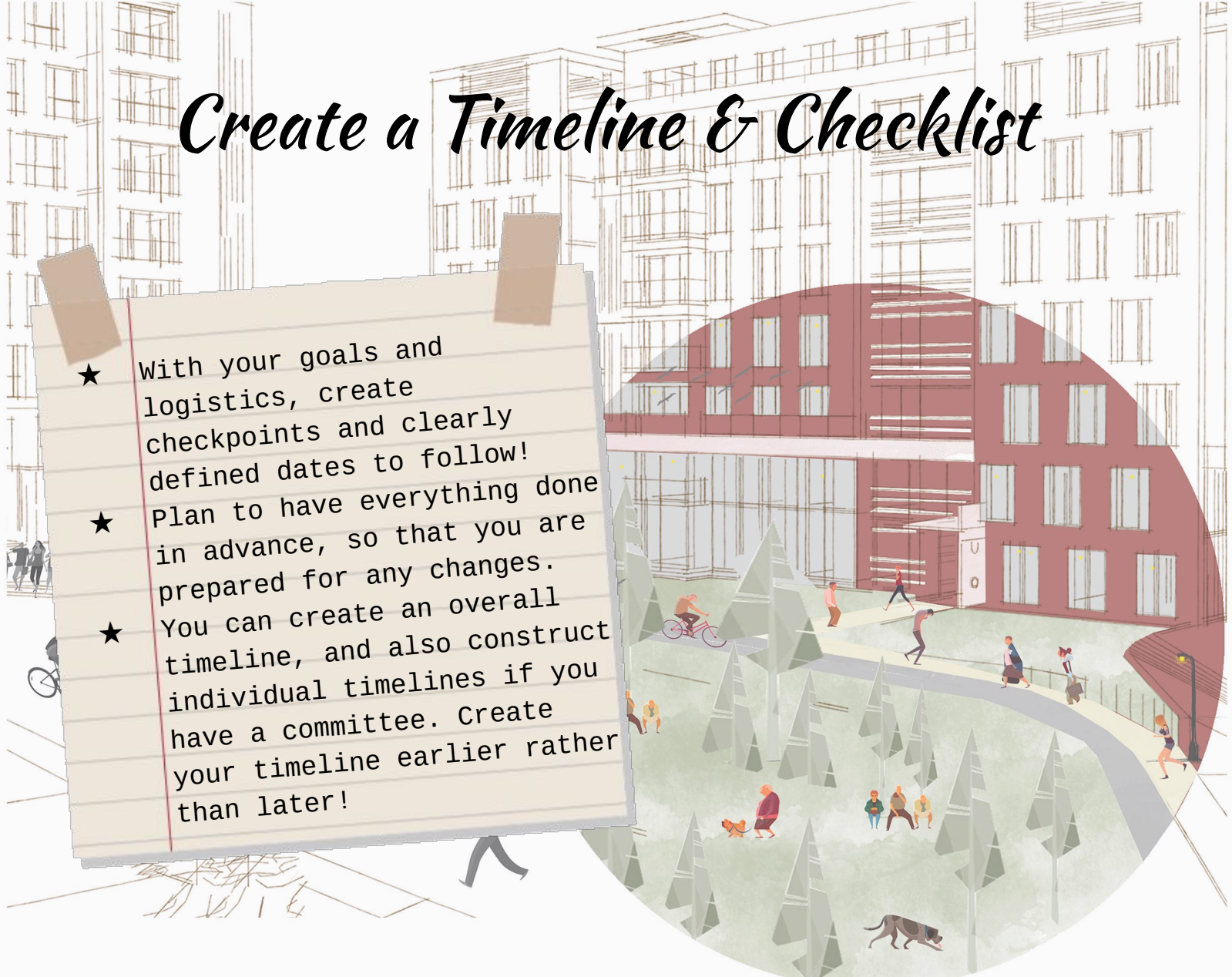
## Sales

Are you aiming to donate to the DFIs? Or are you trying to raise administrative funds? If you can, compare your sales totals from previous years & logistics challenges; see what you can do differently! Keep accurate count of who paid presale vs. onsite.





# Create a Timeline & Checklist

- 
- ★ With your goals and logistics, create checkpoints and clearly defined dates to follow!
  - ★ Plan to have everything done in advance, so that you are prepared for any changes.
  - ★ You can create an overall timeline, and also construct individual timelines if you have a committee. Create your timeline earlier rather than later!

**Checklists** will help you verify that everything is accounted for! A typical checklist could include the following:

- ☐ Event Request Form
- ☐ Budget (If needed)
- ☐ Venue and location
- ☐ Time (including set up & clean up)
- ☐ Waiver
- ☐ Sign up sheets
- ☐ Materials needed
- ☐ Payment (If needed)
- ☐ Advertising creative assets (Facebook banner, reminder graphics)
- ☐ Agenda



# The Do's

## *Be proactive*

- Taking care of problems as soon as you can will be less stressful than putting them off. Starting early is key to comfortably meeting your goals for the event!

## *Delegate tasks when possible*

- Large events means teamwork. Make sure that nobody on your team is too overworked, so that everyone can have more fun and healthily contribute to the success of the event!

## *Be realistic and communicative*

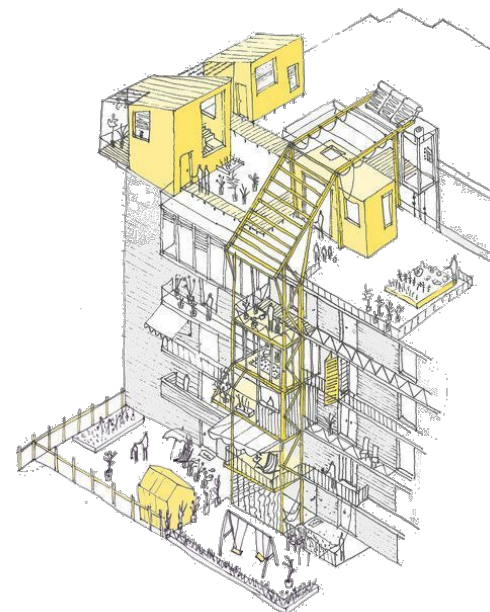
- If you are having any issues or event planning is not going in the direction you want it to, expressing those concerns will get them resolved much quicker than if you try to fix them on your own. Be willing to compromise and lean on others so that the event can come to fruition.

## *Advertise early and effectively*

- Remember that it's the people who come and support your event who make the actual event. It's crucial that you begin advertising your event to your audience AT LEAST two weeks in advance (the sooner, the better).
- The larger the event, the sooner it should be advertised. This allows time for people to save the date and get hyped for the event.
- Keep your intended audience in mind! If the event is only for your Circle K Club, it makes sense to use your Facebook group or the email list to send event details and reminders. If the event is for your school or the public, try posters and flyers.

## *Have fun!*

- At the end of the day, you should be doing something you love and enjoy.
- Remember to take time to sit back and relax! Personal health is important and we encourage you to also enjoy your own event.





# The Don'ts

## *Stress too much*

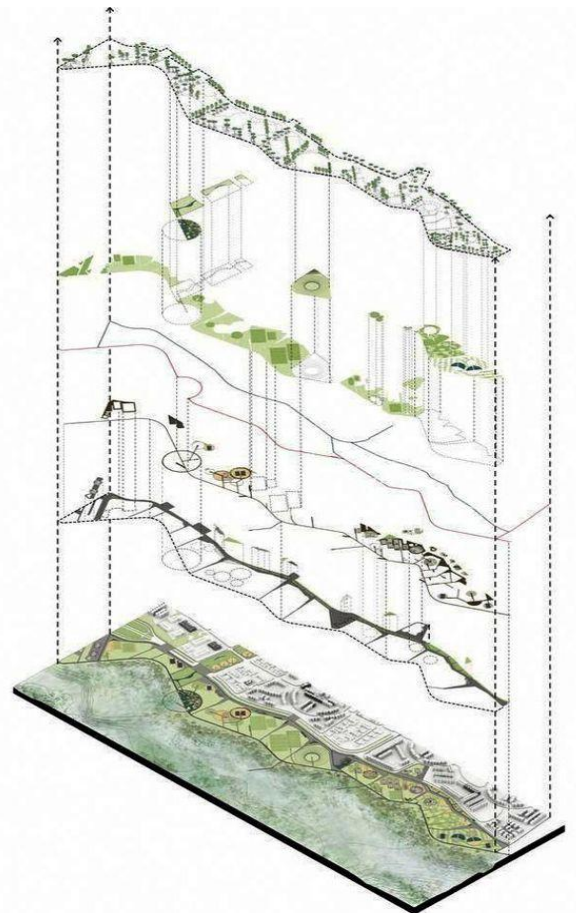
Take one step at a time! A lot of things will be happening at once when you're planning events on a large scale, but remember that it's okay to take a step back if you need to. Don't overwhelm yourself with all the tasks that need to be done and make time to just relax--even if it's just for 20 minutes!

## *Procrastinate*

Telling yourself "we have xxx amount of time, so it's okay" is not something you should say when planning events! Creating timelines and keeping everyone accountable with deadlines will help you prevent procrastination.

## *Take on more than you can handle*

It's okay to ask for help, especially when you're planning such a large event! Don't stack so much on your plate. Remember that you always have people supporting you and it's perfectly fine to reach out if you're struggling.



# Resources

Often, we get caught up in event planning that we forget about the resources around us! Some resources that might come in handy are:

## Club, Board, Committee Members

These are the people who can be helping you directly! Depending on what event you are planning, reach out and delegate appropriately, and don't forget or be afraid to ask something of anyone.

## Kiwanis

Try asking your Kiwanians for financial help and other support. In some cases they can help, but if not, then they can provide advice on how to find what you're looking for.

## School Resources

School resources include student government, faculty, faculty advisor, etc. If your event is on campus, your sponsoring student body can also provide assistance for your event. Because each school is different, be sure to look into who to contact and ask them where you could find help on your needs.

## District Website's Resources

On the District website, you can find graphics standards, style guide, etc. and the service database here! If applicable, an Event Request Form (ERF) can also be found there too.

## Visual Planners

Calendars, Google Sheets, Microsoft Word, agendas, etc. can all go a long way in helping you visually and mentally organize your thoughts, ideas, plans, etc.

## Social Media

Instagram, Facebook, Twitter, Snapchat, etc. Flyers, QR Codes, short promo videos, campus bulletin boards, websites, etc. are all also good ways to advertise!



# Troubleshooting

Problems can arise in the event planning process; but fear not!

Generally, common problems include:

- Communication (or lack of)
- Schedule, committee conflicts; conflicting ideas
- Switching venues
- Logistics
- Advertising

For more specific problems, it is always best to ask advice from either:

- An advisor
- Committee members or Executive Assistants
- Board members
- Past event chairs
- District officers (if needed)

These types of problems can be alleviated by:

- Having a back up plan: Second-choice venues and dates may not be ideal, but they are better than nothing.
- Practicing open communication: Even if communication was not effective throughout the process, it is never too late to start!
- Giving regular updates so that you stay on schedule: Avoid procrastination and ensure your to-do list gets completed.
- Once you encounter an issue, determine your needs and communicate the issues. Then, you can come up with an action plan.



# Debriefing

- After an event, debrief and talk to those who helped you about what went right and what went wrong with the event. This helps to understand how the process can be improved for next time.
- Try listing pros and deltas. Pros are things that went well with the event and deltas are things that you would change if you were to do it again. This ensures that you take the “drawbacks” and positively focus on improving.
- Example: Tabling Fundraiser
  - Pro: We raised \$100!
  - Deltas: Having only 2 members wasn't enough to make the food efficiently, so make sure to have at least 4 people next time.
- If the event didn't go as you expected, that's okay. What's important is that you did it! Some things are out of your control, and remember that there are no failures! Learn to be adaptive and you will make it a learning process.



# Closing Thoughts

Being organized & consistent is important, but do not stress too much about event planning! It is a fun and rewarding experience.

The people around you will come to remember your event as another highlight or a fond memory of their CKI journey.

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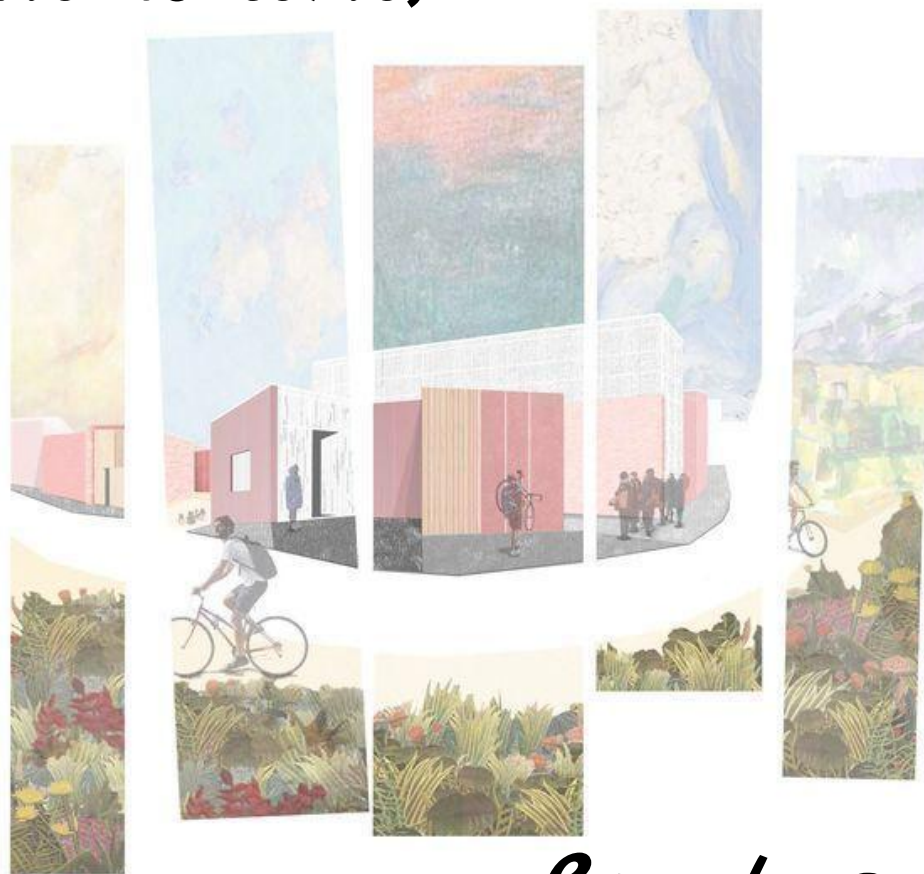
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