



Michaela

Head of Small Poly Organization

Needs

- Condensed information about venue availability and resources.
- Online resources inform her decisions about venues and vendors.
- Easy communication with venue managers to help book events.

Considerations

Michaela views event planning as something that is fun, but is secondary to her primary job. She does not have as much time and resources as a large organization would. After confirming with her organization, she makes almost all decisions regarding activities, venues, and calendaring by herself.

Work Flow

Group Ideation

Michaela is usually given the "purpose" of an event and she bring event ideas to her group for approval.

Research

Online resources are primary used to inform her decision about what venues, activities, and vendors.

Confirm

Michaela submits all necessary forms for events to venues, vendors, and accounting departments.

Market

Because her organization is small, she does almost the marketing which consists primarily of word of mouth and emails.

About

Michaela is the head of one of the smaller organization at Poly with just under 70 members. She actually works for a larger department but has been assigned to assist with this organization. Because of this, she only volunteer students to help her. She is entirely responsible for the success of all activities. She puts on one to two events

Pains

- Budgetary constraints, including a two week proposal minimum and lack of funds, puts a cap on what she can do for events.
- Polytechnic campus has relatively few online resources to inform her decisions about what venues to choose and what resources are available to her.
- Time is limited as event planning is a second job.





Michael

Head of Large Poly Organization

About

Michael is the head of one of the larger organization at Poly with over 500 student members. He has a team of 8 student employees that works for him. In addition to his administrative duties, he supervises the organization of one small activities every month and two larger ones every semester.

Considerations

Michael rarely takes full responsibility for activities and relies heavily on his team of student employees to come up with ideas for activities, marketing, and executing events. Michael stands as the gate keeper for whether or not activities are feasible. He is in charge of submitting registrations and budgets.

Needs

- Information about venue availability and resources.
- Online resources to help his student employees ideate activities.
- Frequent update from venues, accountants, and vendors.

Pains

- Attendance is a key metric for the success of events and getting people to attend is difficult.
- Budgetary constraints, including a two week proposal minimum and lack of funds, scale back large events.
- Internal team communication conflicts inhibit efficiency of delegating tasks to student

Work Flow

