

Plan document

Bellevue College Community Wellness Festival 2025

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Index

- Executive Summary (overview)
- Communication Plan
- Project Scope Statement
- Work Breakdown Structure (WBS)
- Project Budget
- Develop Project Schedule with Gantt Chart
- Risk Response Plan
- Project Closeout

Executive Summary

Bellevue College Community Wellness Festival 2025

1. Project Overview: The Bellevue College Community Wellness Festival 2025 is a one-day event designed to promote mental, physical, and emotional health among students, faculty, and local community members. This initiative involves organizing diverse activities, workshops, and engaging with local wellness vendors on the Bellevue College campus.

2. Key Project Elements: The project is structured across seven phases: Planning & Initiation, Vendor & Speaker Management, Workshop & Activity Planning, Logistics & Setup, Marketing & Promotion, Event Day Execution, and Closure & Evaluation. Key deliverables include a well-attended festival (200+ participants), 10+ wellness vendors/professionals, a full-day activity schedule, and collected post-event feedback.

3. Timeline & Budget: The project spans from **May 4, 2025, to late August 2025**, with the main event scheduled for **August 16, 2025**. The estimated project cost is **\$3,600 - \$14,000+**, reflecting a comprehensive budget for venue, personnel, activities, overhead, and contingency.

4. Success & Challenges: Project success will be measured by achieving attendance targets, positive feedback, on-time and within-budget delivery, and strong marketing engagement. Key challenges include securing permits, managing budget constraints, and coordinating event logistics.

Communication Plan

1. Objectives

The objectives of Communication plan for the Wellness Festival in BC are to ensure all stakeholders are informed and engaged throughout the planning and execution, to promote smooth coordination among team members, vendors, and college staff, and to provide clear, timely updates while gathering feedback to support successful event delivery.

2. Stakeholders

- Project Team (Tatiana, Hendrick, Thais)
- Event Volunteers
- Vendors and Workshop Hosts
- Bellevue College Staff and Faculty
- Event Attendees (students, community members)
- Project Instructor (BUS230) Joan Wissmann

3. Communication Methods

Type	Tool/Platform
Team Collaboration	Email, Microsoft Teams, Group Chat, Google Doc.
Project Planning	Smartsheet
Meetings	In-person, Zoom
Promotions	Email blasts, Campus posters, Social media (Instagram, Facebook)
Feedback	Google Forms (Post-event survey)

4. Communication Types and Frequency

Communication	Frequency	Responsible Person
Team Check-ins	Weekly (or as needed)	Tatiana
Vendor Updates	Bi-weekly	Hendrick
Progress Reports	Every 2 weeks	Thais
Instructor Updates	At key milestones	Tatiana
Volunteer Briefings	1 week before event	Entire Team

Communication	Frequency	Responsible Person
Event Promotion	Monthly (May–Aug), Weekly (last 2 weeks)	Thais
Post-Event Feedback	After event (Aug 16–20)	Tatiana

5. Format

- 1) Emails: Clear subject lines, bullet points for tasks, deadlines highlighted
- 2) Reports: Short status update documents using a consistent format
- 3) Meetings: Agendas shared in advance; notes recorded

6. Feedback Channels

- 1) Email feedback directly to project team
- 2) Google Form after event to collect attendee responses
- 3) Anonymous suggestion box at event welcome booth

7. Escalation

- 1) Urgent issues (e.g., vendor cancellation, safety concern): Call or message Tatiana immediately
- 2) Non-urgent delays: Mention in weekly meeting or Asana comments

Project Scope Statement

Project objective

To organize a one-day wellness festival event for students, faculty, and local community members that promotes mental, physical, and emotional health through activities, workshops, and local vendor engagement.

Product scope description

In scope:

- Planning and organizing a one-day wellness event.
- Booking an appropriate location on BC campus.
- Workshops (yoga, meditation, stress management: painting/coloring, gratitude Wall, Self-Massage)
- Wellness booths (nutrition, mental health services, fitness organizations)
- Guest speakers (health professionals)
- Free health screenings (blood pressure, BMI, etc.)
- Healthy food vendors and samples
- Arranging for necessary equipment and supplies for activities (if not provided by college)
- Developing and distributing promotional materials (e.g., e-mail, flyers, social media posts).
- Managing vendor applications and logistics (wellness product vendors).

- Setting up and tearing down the event space.
- Collecting feedback from attendees.

Out of Scope:

- Paying for in site entertainment
- Food service and catering beyond inviting vendors since they manage their own booth
- Securing overnight accommodations and transportations for attendees/vendors

Justification

As the academic year progresses, students, faculty, and staff often feel mentally and emotionally drained. Hosting a Wellness Festival offers a much-needed opportunity to shift focus from stress to connection. The event brings awareness to wellness resources in a fun and inclusive way, encourages healthy habits, and fosters a positive campus culture.

Major Deliverables

- A well-attended event with at least 200 participants.
 - 10+ wellness-focused vendors and professionals (BC students, yoga instructors, nutritionists, therapists,)
 - A full-day schedule of wellness activities and workshops.
- post-event feedback collected via survey.

Time Frame estimate

Task	Description	Deadline
Venue Booking	Secure the college space	May 4
Vendor Outreach	Contact and confirm vendor participants	May 5 - June 15
Marketing	Social media, posters, community newsletters	May - August
Permits & Insurance	Apply for necessary approvals	May 15
Workshop Planning	Organize sessions and confirm hosts	June - July
Logistics	Rent tables, tents, chairs, sound equipment	July 10
Volunteer Coordination	Recruit and assign event day roles	July 15 - August 10
Final Checklist	Confirm all event details and logistics	August 10
Event Setup	Arrive early to set up and prep	August 16, 7:00 AM
Cleanup	Post-event breakdown and cleanup	August 16, 5:00 PM - 7:00 PM

Milestones

Venue Booking	Secure the college space	May 4
Final Checklist	Confirm all event details and logistics	August 10
Event Setup	Arrive early to set up and prep	August 16, 7:00 AM

Cost Estimate

Item	Cost (USD)
Parking	\$500
Equipment Rental	\$1,200
Marketing & Printing	\$400
Insurance & Permits	\$300
Supplies (decor, signage, water stations)	\$200
Total Estimated Cost	\$2,600

Technical Requirements

- Power Access: Temporary access to electrical outlets or portable generators for sound equipment and booths requiring power.
- Sound System: Working PA system for announcements, music, and speakers. Must include microphones, speakers, and backup power if outdoors.
- Tents and Booth Structures: Sturdy, weather-resistant tents or canopies for vendors, workshops, and information booths.
- First Aid Stations: At least one designated area equipped with basic first aid kits and instructions for emergencies.
- Signage: Clear directional and informational signage throughout the venue for navigation and activity awareness.

- **Communication Tools:** Walkie-talkies or phones for staff/volunteers to coordinate during the event.
- **Trash and Recycling Bins:** Adequate waste management stations distributed throughout the event space.
- **Event Registration Tools:** Sign-in sheets or a digital check-in tool to track attendance.

Limitations and/or exclusions

- **Permits Needed:** We must get approval from the city to use the college and have amplified sound. Delays in permits could slow down planning.
- **Small Budget:** Our budget is limited to \$2,600. If something costs more, we'll need donations or sponsorships.
- **Weather Issues:** This is an outdoor event. Rain or bad weather could affect setup or attendance.
- **Volunteers Required:** We need enough volunteers to help with setup, guiding guests, and cleanup. If we don't have enough, it may cause problems on the day.
- **Time Limit:** We can't start setup before 7:00 AM, and we must clean up and leave by 7:00 PM.
- **Technology Limitations:** The college has limited power and no Wi-Fi. We'll need to use battery-powered or generator equipment if needed.
- **No Medical Staff:** There will be basic first aid kits, but no nurses or medical teams on-site.
- **Vendor Responsibility:** Vendors must bring their own licenses and permits. We won't handle those.
- **No Travel or Hotel:** We are not providing transportation or lodging for vendors or guests.

- One-Day Event Only: This event is only for one day. No follow-up programs are included.

Acceptance criteria of Project

- Minimum 200 attendees
- Positive feedback from 75% of post-event surveys
- Event delivered on time and within budget

Strong engagement on event marketing platforms

Work Breakdown Structure (WBS)

Task Number	Description
1	Planning & Initiation
1.1	Define Project Scope
1.2	Identify Stakeholders (students, faculty, community, college admin)
1.3	Develop Initial Timeline
1.3.1	Identify all major milestones
1.3.2	List all Level 3 tasks
1.3.3	Estimate the duration for each task
1.4	Develop Initial Budget
1.4.1	Review the high-level cost estimates
1.4.2	Identify potential cost categories (e.g., marketing materials cost under "Marketing & Promotion")

1.4.3	Research potential costs for equipment rental, printing, supplies, etc.
1.4.4	Create a preliminary budget spreadsheet
1.4.5	Identify potential funding sources or need for sponsorships
1.5	Secure Project Approval
2	Vendor & Speaker Management
2.1	Develop Vendor Criteria
2.2	Application Process & Communication
2.2.1	Compile a list of relevant local wellness vendors (farmers market vendors, massage therapists, craftspeople).
2.2.2	Draft the vendor invitation email (event details, booth fees, setup/teardown).
2.2.3	Identify communication channels (email lists, local business groups, college resources).
2.2.4	Send out initial invitations.
2.2.5	Track responses and manage inquiries.
2.2.6	Send reminder emails to potential vendors.

2.3	Review Vendor Applications & Selection
2.4	Confirm Vendor Participation
2.5	Manage Vendor Logistics (booth space, requirements)
2.5.1	Develop a vendor agreement outlining expectations and rules.
2.5.2	Assign booth spaces based on vendor needs and event layout.
2.5.3	Communicate setup and teardown instructions to vendors.
2.5.4	Collect any necessary vendor fees.
2.5.5	Create a vendor contact list for event day communication.
2.6	Identify Potential Guest Speakers (health professionals)
2.7	Contact & Confirm Guest Speakers
2.8	Coordinate Speaker Logistics
3	Workshop & Activity Planning
3.1	Brainstorm Workshop & Activity Ideas (yoga, meditation, stress management, painting)
3.2	Identify & Confirm Workshop Hosts

3.2.1	Brainstorm potential workshop topics (mental, physical, emotional health).
3.2.2	Identify potential hosts (faculty, instructors, therapists, artists).
3.2.3	Develop a call for workshop proposals.
3.2.4	Review proposals or directly contact potential hosts.
3.2.5	Confirm host availability and commitment.
3.2.6	Communicate workshop logistics (room requirements, equipment available).
3.3	Develop Detailed Workshop Schedule
3.3.1	Determine the duration of each workshop session.
3.3.2	Allocate time slots for each workshop within the festival schedule.
3.3.3	Sequence workshops to create a balanced and engaging program (e.g., consider variety, flow, and participant energy levels).
3.3.4	Create a master schedule grid showing the timing and location of all workshops and activities.
3.3.5	Plan for transitions between workshops (e.g., buffer time.)
3.4	Create Workshop Descriptions for Promotion

3.4.1	Write descriptions for each workshop, highlighting the benefits and content.
3.4.2	Gather any necessary materials from workshop hosts (e.g., bios, photos).
3.5	Plan Free Health Screenings Logistics
3.6	Arrange for Necessary Equipment & Supplies
3.6.1	List equipment needed for each workshop (yoga mats, art supplies, massage tables).
3.6.2	Determine what equipment the college can provide.
3.6.3	Research rental options for remaining equipment.
3.6.4	Obtain quotes and book rentals.
3.6.5	Create a list of consumable supplies needed (paper, pens, water).
3.6.6	Purchase necessary supplies.
4	Logistics & Setup
4.1	Venue Booking
4.2	Permits & Insurance
4.3	Equipment Rental fee

4.3.1	Research local rental companies for sound equipment.
4.3.2	Obtain quotes from multiple vendors.
4.3.3	Compare quotes and select the best options.
4.3.4	Finalize rental agreements and confirm delivery/pickup schedules.
4.3.5	Arrange for payment.
4.4	Plan Event Layout & Flow
4.4.1	Obtain a map of the event space.
4.4.2	Designate areas for vendors, workshops, health screenings, food, information, and rest areas.
4.4.3	Plan pathways and traffic flow to avoid congestion.
4.4.4	Determine placement of key elements
4.4.5	Create a detailed layout map for setup.
4.5	Develop Signage Plan
4.6	Plan Waste Management
4.7	Plan First Aid Station

4.8	Plan Communication Tools for Volunteers/Staff
4.9	Event Setup
4.1	Reserve Parking
5	Marketing & Promotion
5.1	Develop Marketing Materials (e-mail, flyers, social media posts)
5.2	Distribute Promotional Materials
5.3	Manage Social Media Engagement
5.4	Community Outreach (newsletters, local groups)
6	Event Day Execution
6.1	Volunteer Coordination & Briefing (August 15)
6.2	Manage Registration/Check-in
6.3	Oversee Workshop & Activity Flow
6.4	Vendor Support
6.5	Guest Speaker Management
6.6	Manage Health Screenings

6.7	Ensure Safety & Security
6.8	Handle Issues & Emergencies
6.9	Cleanup
7	Closure & Evaluation
7.1	Collect Feedback from Attendees (post-event survey)
7.2	Vendor & Speaker Thank You
7.3	Analyze Event Data (attendance, feedback)
7.4	Review Budget vs. Actual Costs
7.5	Document Lessons Learned
7.6	Final Project Report

Project Budget

WBS Code	Task / Deliverable	Direct Cost (\$)	Direct OH 10% (\$)	G&A OH 20% (\$)	Total Cost (\$)
4.1	Reserve Parking (Lot Large Tier 1, for 206 vehicles)	600	60	120	780
4.3	Equipment Rental	200	20	40	260
5.1	Marketing & Printing	200	20	40	260
4.2	Insurance & Permits	300	30	60	390
4.5	Supplies (decor, signage, water stations)	200	20	40	260
3.6	Workshop Host Fees / Materials	300	30	60	390
3.5	Health Screenings	100	10	20	130
4.1	Venue Booking (Ballroom - 4 hrs)	650	65	130	845
6.1	Volunteer Supplies (lanyards, snacks, water)	100	10	20	130
1.4.6	Contingency Reserve (5%)	133.0	13.3	26.6	172.9
	Total	2783.0	278.3	556.6	3617.9

Develop Project Schedule with Gantt Chart

[illegible]

[illegible]

Column1	start	finish	duration	May					Jun					Jul				Aug				
				Apr	May 4	May 11	May 18	May 25	Jun 1	Jun 8	Jun 15	Jun 22	Jun 29	Jul 6	Jul 13	Jul 20	Jul 27	Aug 3	Aug 10	Aug 17	Aug 24	
75	4.4.3 Plan pathways and traffic flow to avoid congestion.	06/06/25	06/09/25	3d																		
76	4.4.4 Determine placement of key elements	06/06/25	06/09/25	3d																		
77	4.4.5 Create a detailed layout map for setup.	07/21/25	07/24/25	3d																		
78	4.5 Develop Signage Plan	06/24/25	06/26/25	2d																		
79	4.6 Plan Waste Management	06/26/25	07/02/25	6d																		
80	4.7 Plan First Aid Station	06/25/25	06/27/25	2d																		
81	4.8 Plan Communication Tools for Volunteers/Staff	06/03/25	06/06/25	3d																		
82	4.9 Event Setup	08/14/25	08/16/25	2d																		
83	4.10 Reserve Parking	05/04/25	05/04/25	0																		
84	5. Marketing & Promotion																					
85	5.1 Develop Marketing Materials (e-mail, flyers, social media posts)	05/10/25	08/05/25	87d																		
86	5.2 Distribute Promotional Materials	05/20/25	08/15/25	87d																		
87	5.3 Manage Social Media Engagement	05/15/25	08/16/25	93d																		
88	5.4 Community Outreach (newsletters, local groups)	05/20/25	08/14/25	86d																		
89	6. Event Day Execution																					
90	6.1 Volunteer Coordination & Briefing (August 15)	08/16/25	08/16/25	0																		
91	6.2 Manage Registration/Check-in	08/16/25	08/16/25	0																		
92	6.3 Oversee Workshop & Activity Flow	08/16/25	08/16/25	0																		
93	6.4 Vendor Support	08/16/25	08/16/25	0																		
94	6.5 Guest Speaker Management	08/16/25	08/16/25	0																		
95	6.6 Manage Health Screenings	08/16/25	08/16/25	0																		
96	6.7 Ensure Safety & Security	08/16/25	08/16/25	0																		
97	6.8 Handle Issues & Emergencies	08/16/25	08/16/25	0																		
98	6.9 Cleanup	08/16/25	08/16/25	0																		
99	7. Closure & Evaluation																					
100	7.1 Collect Feedback from Attendees (post-event survey)	08/17/25	08/21/25	4d																		
101	7.2 Vendor & Speaker Thank You	08/18/25	08/22/25	4d																		
102	7.3 Analyze Event Data (attendance, feedback)	08/22/25	08/26/25	4d																		
103	7.4 Review Budget vs. Actual Costs	08/23/25	08/27/25	4d																		
104	7.5 Document Lessons Learned	08/26/25	08/28/25	2d																		
105	7.6 Final Project Report	08/27/25	08/29/25	2d																		

Risk Response Plan

Risk Event	Response Strategy	Contingency Plan	Trigger	Responsible Person
Speaker or instructor cancels last minute	Accept / Mitigate	Have backup speakers or volunteers ready to step in	Speaker sends cancellation or doesn't show up	Thais
Low student attendance	Mitigate	Increase last-minute promotions, offer small incentives	Fewer than 50 RSVPs one week before event	Malcolm
Tech issues (e.g., sound system failure)	Mitigate / Transfer	Have IT on-site and a backup sound system available	System test fails or malfunctions during setup	Hendrick
Injury during a wellness activity	Mitigate / Accept	On-site first aid team, have emergency procedures ready	Incident reported during activity	Joe

Vendor no-show	Avoid / Mitigate	Confirm vendor 48 hours prior, keep a standby list	Vendor doesn't confirm or is unreachable	Luke
Budget cuts or funding loss	Accept / Transfer	Reallocate budget or seek small sponsorships	Budget update or funding source backs out	Tatiana

Project Closeout

Wrap-up Closure Activities - This involves finalizing all project work, including handing in deliverables, releasing team members, closing contracts, and archiving documentation. For the Wellness Festival, we will complete wrap-up activities by submitting final reports, collecting photos, storing marketing materials, and closing communication with vendors. Also, any contracts are formally closed, and resources (like equipment rentals) are returned.

Project Audit The audit is a formal review to assess how well the project followed processes, timelines, budget, and scope. It's typically led by someone not directly involved in the project to provide an objective view. For our project, this might include reviewing how accurately we estimated costs and how effectively we managed tasks.

Performance Evaluation This focuses on evaluating the performance of the team and individual members. It includes feedback on leadership, collaboration, and communication. For the Wellness Festival, we will reflect on how well each member contributed and what strengths or challenges we noticed in teamwork.

To sum it up: Wrap-up Closure is about completing tasks and officially closing the project. The Project Audit evaluates how the project was managed, including scope, time, and cost. Performance Evaluation focuses on how the team worked together and assesses individual and team contributions.

Post-Project Evaluation – Group Responses & Improvements

1. Did the event meet its goals?

Yes, overall the event met its goals. We promoted wellness, offered diverse activities, and had strong community turnout. However, we noticed some areas (like health screenings) had lower engagement.

Next time: We'll define clearer success metrics and promote all sections equally to ensure balanced participation.

2. Was everything done on time and within budget?

Most tasks were completed on schedule, and we stayed close to our budget. Some last-minute costs (like extra printing) pushed us slightly over.

Next time: We'll add a small contingency reserve and build in more buffer time for deliverables.

3. Was communication smooth between the team, volunteers, and vendors?

Communication went well, though there were moments of confusion during setup. Some volunteers weren't clear on their roles.

Next time: We'll use a shared communication tool and hold a short pre-event orientation for all volunteers and staff.

4. Did people enjoy the workshops and activities?

Yes, most attendees gave positive feedback about the workshops. Sessions like yoga and painting were especially popular. A few people suggested shorter sessions.

Next time: We'll adjust the schedule to allow more transition time between activities and offer a wider variety of topics.

5. Did volunteers feel prepared and supported?

Some volunteers said they felt confident, but others wanted more guidance. There was confusion during check-in.

Next time: We'll assign a volunteer coordinator, provide simple instruction sheets, and host a quick training beforehand.

6. Were there any problems with setup, parking, registration, or equipment?

Setup took longer than expected, and parking was a bit limited early in the day. Registration went smoothly after the first 30 minutes.

Next time: We'll arrive earlier for setup, assign leads for each area, and work with campus security on better parking flow.

7. What did the vendors and guest speakers think?

The feedback was mostly positive. Vendors appreciated the layout and communication, though one vendor suggested clearer teardown instructions.

Next time: We'll create a vendor info packet with all setup/teardown details and include a contact sheet for event-day help.

8. What will you change or improve next time?

We'd improve volunteer coordination, start earlier on marketing, and include more hands-on activities.

Overall, we're proud of the turnout and look forward to making the next event even better.

Lessons Learned and Application for Future Projects

Participating in the Wellness Festival provided valuable insights that will greatly inform how to approach future projects, both as a team member and potential project manager. Several key lessons emerged throughout the planning, execution, and closeout phases:

1. The Importance of Clear Communication

Throughout the project, we experienced moments of confusion, particularly during setup and volunteer coordination. This emphasized how essential clear, consistent communication is at every stage. In future projects, we will ensure that communication tools are selected early, roles and responsibilities are well-defined, and all team members have access to up-to-date information.

2. Early and Thorough Planning Pays Off

Some challenges, like tight setup schedules and last-minute expenses, could have been minimized with more detailed early planning. Moving forward, we will advocate for starting planning phases earlier, building in extra time for setup, and including a contingency fund in the budget to better manage unexpected costs.

3. Volunteer Training and Support is Crucial

While many volunteers performed well, some needed more preparation. This showed us the value of having a dedicated volunteer coordinator, clear instruction materials, and brief orientation sessions. Future projects will include more structured volunteer onboarding to ensure everyone feels confident in their roles.

4. Flexibility Enhances Event Quality

We learned that attendees appreciated variety but also suggested shorter sessions and better transition times. Being flexible and receptive to feedback will allow us to design more attendee-centered experiences in the future, adjusting schedules and formats to maximize engagement.

5. Vendor and Stakeholder Collaboration

Positive relationships with vendors and guest speakers contributed to the event's success, but feedback suggested areas for improvement, like clearer teardown instructions. In future projects, we will develop comprehensive vendor packets with clear timelines, expectations, and contact information to ensure smooth operations.

6. Continuous Improvement Through Evaluation

The post-project evaluation process highlighted the value of gathering feedback from all involved parties. In future projects, we will prioritize building evaluation checkpoints throughout the project lifecycle, not just at the end, to make ongoing adjustments and improvements.