# Project/Event Planner

**(You can create a copy of this to customize/personalize for your event/project needs)**

**Go Beyond:** [**Lesson Plans To Plan an Event**](https://applieddigitalskills.withgoogle.com/c/middle-and-high-school/en/plan-an-event/overview.html)

Event Overview

|  |  |
| --- | --- |
| Event Name: | Pay-It-Forward Campaign |
| Date: | **Wednesday, March 18, 2020** |
| Time of Event: | **Lunch Time 11:11 am-11:41 am** |
| Location(s): | **Sylmar Charter High School** |
| Description: | **Based on the data collected, Girls Build LA will have free giveaways for students (clothing, hygiene items, etc), live performances, popcorn, resources, and mindfulness activities. Students will learn about civic engagement and how they can be involved in their community.** |
| Purpose: | **The purpose of the event is to promote our campaign called Pay-It-Forward, which encourages acts of kindness to students and people in our community. We want to make an impact and help those who are affected by homelessness** |
| # of Anticipated Guests: | **200-1500 students** |
| Special Guests: | **Live performances- bands TBA** |
| Materials Needed for Event: | **Items for set-up**  **Decorations**  **Tables/Chairs** |
| Estimated Cost/Budget: | **Popcorn- no cost**  **Buttons- no cost**  **Tables/Chairs- no cost**  **Hygiene items for students- $300**  **School supplies for students- $300**  **Mindfulness activities- $100** |

3-4 Months Before the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Establish planning group and appoint a lead team member. | Viviana Perez | 12/07/19 |
| Hold planning meeting for event goals and details (How often? When? Where?). | Viviana Perez | 12/07/19 |
| Establish job responsibilities - consider publicity, spokesperson, photographer, greeters, runners, etc. | Viviana Perez | 12/07/19 |
| Determine funding and budget (are these school approved?). | Daisy Figueroa | 12/07/19 |
| Reserve date on key attendees’ calendars. | Ana Luna | 12/07/19 |
| Reserve event space - follow school protocol for reserving space and getting on school calendar. | Ana Luna | 12/07/19 |
| Determine date of event and reserve venue. | Ana Luna | 12/07/19 |
| Confirm speakers and speakers’ needs. | Julisa Galvan | 02/03/20 |
| Determine guest list - gather contact information (Who are you inviting? How will they be contacted?) | Glenda Ramirez | 01/17/20 |
| Discuss communication and promotion strategy - how will you publicize and let the audience know? | Glenda Ramirez | 01/17/20 |
| Website: Add an ‘Events’ page on your Weebly site with information about your event. | Erika Molina Polanco | 01/17/20 |

2-3 Months Before the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Create and print or email save-the-date cards, invitations, and related materials (i.e. map, etc). | Erika Molina Polanco | 01/20/20 |
| Meet with Project Manager and Social Media Manager to discuss publicity. | Erika Molina Polanco | 01/03/20 |
| Draft program agenda. | Viviana Perez | 02/03/20 |
| Determine signage requirements (directional, backdrops, etc.). | Glenda Ramirez | 01/20/20 |
| Determine on-site registration procedures, including ushers. | Vanessa Ortega | 01/20/20 |
| Book event with caterer and establish preliminary menu / Determine if food will be served. | Julisa Galvan | 02/03/20 |
| Contact Transportation for parking assistance at your venue. | Vanessa Aguirre | 02/03/20 |
| Contact Campus Police for safety and security assistance. | N/A |  |
| Contact vendors as required for rentals such as: tents, stage, podium, chairs, tables, AV equipment (sound, lighting, projector, computers, etc), flowers, plants, other decorations. | Julisa Galvan | 02/03/20 |

4 Weeks Before the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Arrange for photographer. | N/A |  |
| Approve final agenda and run of show. | Viviana Perez | 02/20/20 |
| Draft script or talking points for speakers. | Miranda Ayala | 02/20/20 |
| Work with Project Manager and Social Media Manager on copy for publicity (on your Weebly site and other channels). Tell LA Promise Fund/ Girls Buildstaff about your event! #GirlsBuild @lapromisefund | Katherine Romero | 02/20/20 |
| Meet with vendors on site, follow up on all orders. | N/A |  |
| Consider site preparation (wifi needs, special cleaning, equipment, and trash removal). Contact the venue staff for assistance. | Viviana Perez | 02/20/20 |
| Prepare event signage. | Glenda Ramirez | 02/03/20 |
| Send electronic invitations. | Erika Molina Polanco | 02/03/20 |
| Recruit volunteers to help with setup and clean-up on the day of your event. | Viviana Perez | 02/20/20 |

2 Weeks Before the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Review staffing assignments for day of event. This includes volunteers helping with your event. | Viviana Perez | 02/28/20 |
| Meet on-site with operational staff such as transportation officials, A/V, Wifi setup, and volunteers to discuss responsibilities. | Julisa Galvan | 02/28/20 |
| Meet with caterer on site to discuss setup and final menu. | Julisa Galvan | 02/28/20 |
| Send out attendance update to planning team/key players. | Viviana Perez | 02/28/20 |

1 Week Before The Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Review catering order and headcount. | N/A |  |
| Print programs, name badges, seating charts, place cards, signage, etc. | Glenda Ramirez | 03/09/20 |
| Confirm arrangements with vendors. | Julisa Galvan | 03/09/20 |
| Create run of show (from set-up to clean-up. | Viviana Perez | 03/09/20 |
| Assign 2-3 floaters that will oversee all the different areas of your event and establish communication strategy for the day (texting, walkie talkies, etc.) | Viviana Perez | 03/09/20 |

24 Hours Before the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Contact caterer to verify all arrangements. | N/A |  |
| Confirm security requirements. | N/A |  |
| Ensure tent, chairs, tables, stage, podium are in place. | Tania | 03/17/20 |
| Send reminder email to your volunteers and guests. | Erika Molina Polanco | 03/17/20 |

Day of the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Begin setup at least 2 hours before your event. This includes setup of chairs, tables, podium, food, water, check-in table, signage, etc. | Viviana Perez | 03/18/20 |
| Arrange printed material, name tags, etc. on registration table and make sure at least one person is there at all times. | Glenda Ramirez | 03/17/20 |
| Check sound and lighting equipment with vendor(s). | Julisa Galvan | 03/17/20 |
| Ensure space and hook-ups are available for media. | Julisa Galvan | 03/18/20 |
| Ensure decorations are in place. Place water at podium. | Keila Rivera | 03/18/20 |

1-3 Days After the Event

|  |  |  |
| --- | --- | --- |
| Activity | Person Responsible | Due Date |
| Write thank you notes to speakers, volunteers, staff and others as appropriate. | Ruby Cortez | 3/20/20 |
| Complete written evaluation of the event with suggestions for future events. | Vanessa Ortega | 3/20/20 |
| Coordinate event story and photographs with Social Media Manager. | Katherine Romero | 3/20/20 |
| Make sure all vendors are paid. | N/A |  |
| Add images to the website. | Erika Molina Polanco | 03/27/20 |
| Write up a description about the event for the website. | Julisa Galvan | 03/27/20 |

## 

## 

## 

## 