**Planning an Event**

Planning an event is no easy task. What do you think it takes to plan a Super Bowl, the Olympics, the county fair or even a state contest? It takes a lot of research and planning.

**Objective: *I will utilize my research skills to create a sports or entertainment event.***

Read [this article](https://www.forbes.com/sites/larryolmsted/2012/02/06/super-bowl-xlvis-real-winner-indianapolis/#4d2c2c644723) on Indianapolis’s bid for the 2011 Super Bowl (yes, we ended up with the 2012 Super Bowl instead). Reflect on this passage from the article. “And I think our message to them is very clear - if we can host the world’s largest single-day sporting event for over a century, the Final Four regularly, and the Super Bowl –we can handle your convention.” Why was the Super Bowl win such a big deal for Indianapolis?

You will be planning an event. The following common elements will be required in your presentation. However, they will vary depending on what you choose to plan.

**Vision:** What is the main reason and focus for having the event? What purpose does it serve?

**Site Selection:** What is the location of your event?

**Logistical Plan:** What are the event details and clearly assigned tasks? This is the detailed outline with times of the activities, and it should cover everything from hours before the event to clean-up after the event.

**Promotion:** How will you promote and market your event to ensure its success? The message could be as simple as the date, time, and location, or it could be more complex material.

**Participants/Attendees:** Who is coming to your event? Where are they coming from? Where will they stay, eat, etc.?

**Budget:** How much will your event cost? How much will it make?

**Transportation:** Will you need transportation for the event? Do you have a speaker who needs to get to the event or players involved? You will have to provide them transportation and lodging.

**Staffing:** Will your event have volunteers? Who will be responsible for the set-up and tear-down?

You will need to utilize your research skills to plan your event. Please be sure you can answer “why” for any of the above. You must be able to back your reasons with research results from credible, reliable, accurate sources. Additionally, you need to develop a timeline or schedule of events, as well as promotional materials. How will you let others know about your event?

Now that you have your event planned, you have to sell your idea to us! Be creative in your presentation approach.

**Planning an Event Rubric (100 points possible)**

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| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Event Introduction** | 15 – An excellent event introduction is provided. The audience is very excited to learn more about the event. | 13 – A good event introduction is provided. The audience is excited to learn more about the event. | 10 – An event introduction is provided. The audience may or may not be excited to learn more about the event. | 5 – The event introduction is not clear or not provided. |
| **Research** | 15 – Data and collection methods are explained and developed exceptionally well. Analysis is thorough. Reader questions are anticipated and answered. | 13 – Data and collection methods are explained clearly and developed well. Analysis is good. Reader will generally be satisfied. | 10 – Data and collection methods are explained, but explanations need development. Data analysis will leave readers with questions. | 5 – Data and collection methods are not explained; data analysis is unclear. |
| **Credible Information** | 10 – The information provided is from credible, reliable, and informational sites. | 8 – The information provided may or may not be from credible, reliable, and informational sites. |  | 4 – The information provided is not from credible, reliable, and informational sites. |
| **Logistical Plan** | 15 - A very detailed logistical plan is provided. | 13 - A detailed logistical plan is provided. | 10 - A logistical plan is provided. | 5 - A logistical plan is not provided. |
| **Promotion** | 15 – An excellent promotional piece is provided. It captures the attention of a potential attendee. | 13 – A good promotional piece is provided. It captures the attention of a potential attendee. | 10 – A promotional piece is provided. It captures the attention of a potential attendee. | 5 – A promotional piece is not provided or does not capture the attention of a potential attendee. |
| **Schedule of Events** | 15 - A very detailed schedule of events is provided, with a timeline outlined. | 13 - A detailed schedule of events is provided, with a timeline outlined. | 10 - A schedule of events is provided. | 5 - A schedule of events is not provided. |
| **Presentation of Event** | 15 - The presentation of the event is excellent; the audience is very excited to learn more about the event. | 13 - The presentation of the event is good; the audience is excited to learn more about the event. | 10 - The presentation of the event is fair; the audience may or may not be excited to learn more about the event. | 5 - The presentation is poor and the audience is not engaged. |