

Purposeful Planning

Do your plan and punch list measure up?

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UNIVERSITY OF
SOUTH ALABAMA



*Without leaps of imagination, or
dreaming we loose site of all
possibilities...*

Gloria Steinham



I **innovate, design, create and elevate brands.**
I **solve problems before you know they exist.** I am
the behind scenes **reason why that 'felt easy.'**
I make people and companies look good. I **am**
graceful under pressure. I proactively react to your
reactive actions or decisions. I like to have a good
time. I often think about how your event can stand
out. **I am a dreamer.** Yes, I am a bit type A.

I **always** have a plan...

Purpose Driven Conversations

Why

- Does this event align with the mission, goals and strategic priorities of the organization?
- Does it fit our organizational brand?
- Is it a moral booster?

Caution – We did this event last year

Who

- Who is the target audience?
- What is the most effective way to reach my target audience?

Caution – We cannot clearly define the audience or strategy

Purpose Driven Conversations

How

- What will make my event unique?
- What similar events are taking place close to my event date?
- Who will be the key event owner and contributors?

Caution – We have not considered competitor events.

Resources

- Who needs to be in the event planning group?
- What are my available financial resources?
- What are my available volunteer/in kind resources?

Caution – We are not properly resourced.

I believe that **verbal and oral communication are powerful planning tools**. I believe that anyone committed to the event's purpose is a key part of the planning process. I can admit I do not know and cannot do it all.

I believe **events are best when designed by a team** through collaborative conversations.

I **always** have a plan...

Prepare. Communicate. Repeat.

- Launch communication plan for key event constituents
- Define roles and responsibilities
- Develop a project plan to report on status
- Host event planning committee meetings
- Continuously meet, clarify roles, hold people accountable, discuss/look for and proactively communicate

Strategic Planning

- Event tie down meeting
- Volunteer orientation
- Event production schedule
- Staff Itineraries

Logistical Activities

Production Schedule

Staff Ownership

2016 Southeastern Regional Robert Noyce Connections Logistics schedule

Tuesday, May 31

Melva or Tasha to pick up books from COE

Wednesday, June 1

Time	Activity	Location	Staff (lead is in bold)	specifications	Catering/Special Notes
24 HOUR HOLD	Office	BayPointe Suite		Conference set, tables around perimeter for inventory	
8:00 a.m. - 5:00 p.m.	Bag Stuffing Room	Jubilee Suite	Not applicable	3 (6ft) tables down the middle for an assembly line, tables around the perimeter for inventory	Melva to receive (6) keys to distribute to the group. Keys for: Tasha, Melva, Regina, Melissa, Susan and Andre
9:00 - 10:30 am	Preconvention Meeting	boat	Melva , Tasha		

2:00 p.m. Susan to deliver supplies

2:30 p.m.	Bag Stuffing	Jubilee Suite	Melva , Tasha and Frances	Bags should include: Book, Program Book, Notebook, Visit Mobile Information	Publications is delivering (180) program books, (180) conference bags, (180) conference notebooks, (1) Business Operations Sign, (3) Sponsor signs, (2) Registration signs and (6) directional signs with arrows
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Thursday, June 2

Time	Activity	Location	Staff (lead is in bold)	Meeting specifications	Catering/Special Notes
24 HOUR HOLD	Office	BayPointe Suite			

Early am AV load in and place all directional signage

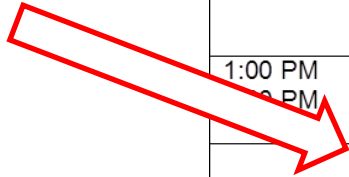
12:15 p.m. Volunteers are scheduled to arrive

9:00 a.m. - Onsite check in. Meet at Headquarters

Personal
Notations

Staff Itinerary

Thursday, June 2		
9:00 AM	Onsite Strategy Meeting: <i>Participants: Andre, Susan, Melva, Tasha and Melissa</i>	BayPointe Suite
1:00 PM 2:00 PM	Registration Opens Session Monitor Meeting: <i>Lead: Susan and Melissa</i>	Pre-Convention Foyer #2 Mobile Bay Ballroom III
3:00 PM <i>Check in at hotel if you have not done so already</i>		
3:00 PM	Grab A Beignet	Pre-Convention Foyer #2
3:30 PM	Arrive at Opening Session. Session starts at 4:00	Bon Secour Bay I, II
Friday, June 3		
7:00 AM	Sound Check/Meet Keynote: <i>Bryan Brown</i>	Bon Secour Bay I, II
7:30 AM	Grab Breakfast	Bon Secour Bay I, II
8:15 AM	<i>Keynote: Bryan Brown</i>	Bon Secour Bay I, II
9:30 – 11:45 AM	Breakout sessions	Various locations
11:00 AM	Sound check/Meet Keynote - <i>Bryan Brown</i>	Bon Secour Bay I, II
Noon	Lunch	Bon Secour Bay I, II
12:45 – 2:15 PM	Luncheon/Keynote	Bon Secour Bay I, II
2:15 PM	<i>Keynote: Chris Edmin</i>	Bon Secour Bay I, II
3:00 PM	Poster Session	Bon Secour Bay I, II
3:00 PM	Sound check/Meet Keynote – <i>Brooke Haycock</i>	Bon Secour Bay I, II
3:00 – 4:45 PM	Breakout Sessions	Various locations
4:45 – 6:30 PM	<i>Keynote: President Waldrop, Brooke Haycock</i>	Bon Secour Bay I, II
6:30 PM	Gulf Quest	Offsite venue
Saturday, June 4		
7:30 AM	Sound check/Meet Keynote: <i>Leslie Jones</i>	Bon Secour Bay I,II
7:30 AM	Breakfast	Bon Secour Bay I,II
8:15 AM	<i>Keynote: Leslie Jones</i>	Bon Secour Bay I,II
9:30 – 11:00 AM	Breakout	Various locations
11:15 AM	Panel Discussion	Bon Secour Bay I,II
Noon <i>Check out of hotel if you have not done so already</i>		
12:15 PM	Lunch	Bon Secour Bay I,II
1:00 PM	Keynote: <i>Brenda Brand</i>	Bon Secour Bay I,II
2:00 PM	Your Closing Remarks	Bon Secour Bay I,II
4:00 PM	Advisory Panel	No location was assigned



I believe that events should directly reflect the stated purpose. I believe that **the onsite event experience should exceed all expectations**. Each event I am committed to outdoing myself. If there are challenges **I strive to appear calm**. I believe in proactive troubleshooting. I believe in **managing conflict with swift and respectful action**.

I **always** have a plan...

Managing the Event Experience

- Daily meetings
- Daily announcements
- Daily customer engagement
- Daily highlights, lowlights and celebrations in between

Melva Tip: Evening reflection

I believe that **in order to innovate ,I must always seek positive and constructive feedback.** As a planner my responsibility is to approach each event differently. I love and celebrate feedback as my most treasured gift. I believe in active listening. I know each event can improve. My **purpose guides me, preparedness supports me and planning in its purest form inspires me.**

I can **always** grow.

How Do You Grow?

- What did the full event experience feel like to key stakeholders? i.e. speaker, guest, sponsor/donor, volunteer
- How did I communicate? innovate?
- How did the planning process feel?
- How does the event compare to the stated metrics?
- Did the event truly align with the stated purpose?

I always have a plan.

I can always grow.

Always plan to grow.

Dreaming after all is a form of planning

Gloria Steinham

Got Questions?