

# Welcome

**We will begin at 7:30 p.m. Central Time.**



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Training Projects Manager

# Logistics



We will meet every Wednesday for 90 minutes. If you cannot attend, inform your fellows leader, if you have one, and email [fellows@ofa.us](mailto:fellows@ofa.us)



This is an interactive training.



A recording of this video and slides will be available on the Fellows Bookshelf following this training.



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# Our learning journey:

- Week 1: Organizing Community Engagement Events
- Week 2: Leading an Action Planning Session
- Week 3: Event Management**

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- |                |  |
|----------------|--|
| Week 1:        | Organizing Community Engagement Events |
| Week 2:        | Leading an Action Planning Session     |
| Week 3:        | Event Management                       |
| <b>Week 4:</b> | <b>Recruitment: Grassroots Tactics</b> |
| <b>Week 5:</b> | <b>Recruitment: Digital Tactics</b>    |
| <b>Week 6:</b> | <b>Tying it all together</b>           |

# Goals for today

- 1 Understand the different components of event management
- 2 Be able to write a tick tock and checklist for your event
- 3 Feel confident preventing and solving problems that will arise before, during, and after your event

# Agenda

## Event management overview

Tools for event management

Preventing and solving

Debrief and next steps



# Event management





## Film Screening

The Empowerment Project  
August 2015



## Speaker Series

Caring Across America  
March 2015



## Community Service

Proud to Run  
June 2015

# Event goals

- 1 **Why:** Purpose—why are we organizing this event?
- 2 **What:** What do we want to do? What does success look like?
- 3 **When:** When will this event happen? Plan A, B, C, D
- 4 **Where:** Where will this event take place? Plan A, B, C, D
- 5 **Who:** Assign roles—who will do what? Who should be involved?

# Event goals: The next step

- You always want to make an ask to your audience during or at the end of your event.
- Organizing is hard work, and the best way for us to grow and achieve more is to make use of the great people we have in the room.
- Always be ready with the next step for your audience for how they can stay engaged and take more action!

# What do you think a good ask might be for the issue you're focusing on?



Type in the chat box

## MANAGING YOUR EVENT

**Organizing events is complex, challenging work. Their success depends on smooth logistics, high-quality content, and a clear vision for how the event fits into the bigger picture.**



## MANAGING YOUR EVENT

**At OFA, we rely on two important tools to help manage the success of our events: the tick tock and event checklist.**

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## **WHAT IS A TICK TOCK?**

**A detailed rundown of what will happen at your event from start to finish.**

# In what ways do you think a tick tock is useful for managing an event?



Type in the chat box

# Components of a tick tock:

## Flow

- Start with welcome and introduction, sharing goals and reviewing agenda
- Order of speaking program (film panel, community service)
- Finish with close and next steps



# Components of a tick tock:

## Time

- Think through the timing of each portion of event – i.e. intro/welcome, Q&A, event evaluation
- Account for transition time
- Account for buffer time
- Be respectful of your audience's time

# What questions do you have regarding the flow and time of an event tick tock?



Type in the chat box

## **WHAT IS A CHECKLIST?**

**A document that takes into account all of the resources, materials, and logistics needed in order to run an event**

# Components of a checklist:

## Buckets

- Supplies
- AV needs
- Food/refreshments
- Accessibility

# Sample checklist



# What are some items on your checklist that are immediate next steps?



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# Preventive Solution

## Before

What can you do before the event to prevent a problem from happening?

# Adaptive Solution

## During

What can you do during the event to manage a problem by adapting?

## Scenario # 1:

You are hosting a film screening. For this event you plan to present a movie, followed by a panel discussion and a Q & A. But during the actual event, panelists are talking over each other and the Q & A is going longer than expected. Moreover, the same three audience members are asking questions and controlling the conversation.

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## Preventative Solution:

Assign and prepare an event moderator or Emcee.



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## Preventative Solution:

Assign and prepare an event moderator or Emcee.

## Adaptive Solution:

Moderator/Emcee should use facilitation skills to keep control of the tick tock, audience, and content.

## Scenario # 2:

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Write a memo to prepare your speaker. Include event goals, suggested talking points, and logistics.

## Scenario # 2:

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## Preventative Solution:

Write a memo to prepare your speaker. Include event goals, suggested talking points, and logistics.

## Adaptive Solution:

Find a pause and ask the speaker something that closely relates to your actual event theme.

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## Preventative Solution:

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## Adaptive Solution:

Keep up a good spirit and give your audience who did attend the best event possible.

# What questions do you have regarding preventative and adaptive solutions?



Type in the chat box



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# Debrief

**What are your key takeaways?**



Type in the chat box

# Weekly assignment, due October 18:

**Part 1:** Work individual or with your team to develop a tick tock for your event. You might not have all the data you need to complete your tick tock. However, use what you have thus far.

**Part 2:** Work individual or with your team to write a checklist of what you need to do before, during, and after your event in order to meet your goals. This will be a work in progress.

# OFA Training

**Thank you for joining today's webinar.**

Check the Fellow Bookshelf for a copy of the material covered today, including a video of the webinar.

Email [fellows@ofa.us](mailto:fellows@ofa.us) with any questions.

[bit.ly/cefweek3](https://bit.ly/cefweek3)