

Welcome

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





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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



This is an interactive training.



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



Tweet using #OFAFellows

Our learning journey:

Week 1: Organizing Community Engagement Events

Week 2: Leading an Action Planning Session

Week 3: Event Management

Our learning journey:

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

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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Preventative Solution:

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.

Scenario # 3:

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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?



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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 with any questions.

bit.ly/cefweek3