

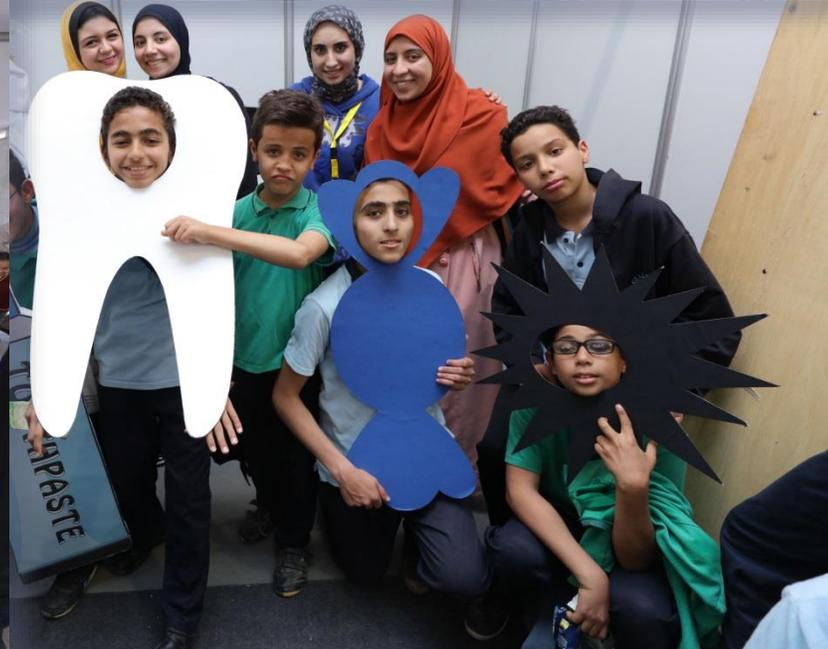


**The basic
framework
necessary to
prepare and
deliver a
science event!**

Marwa Gaber,
Head, Event unit,
BA Planetarium Science Center



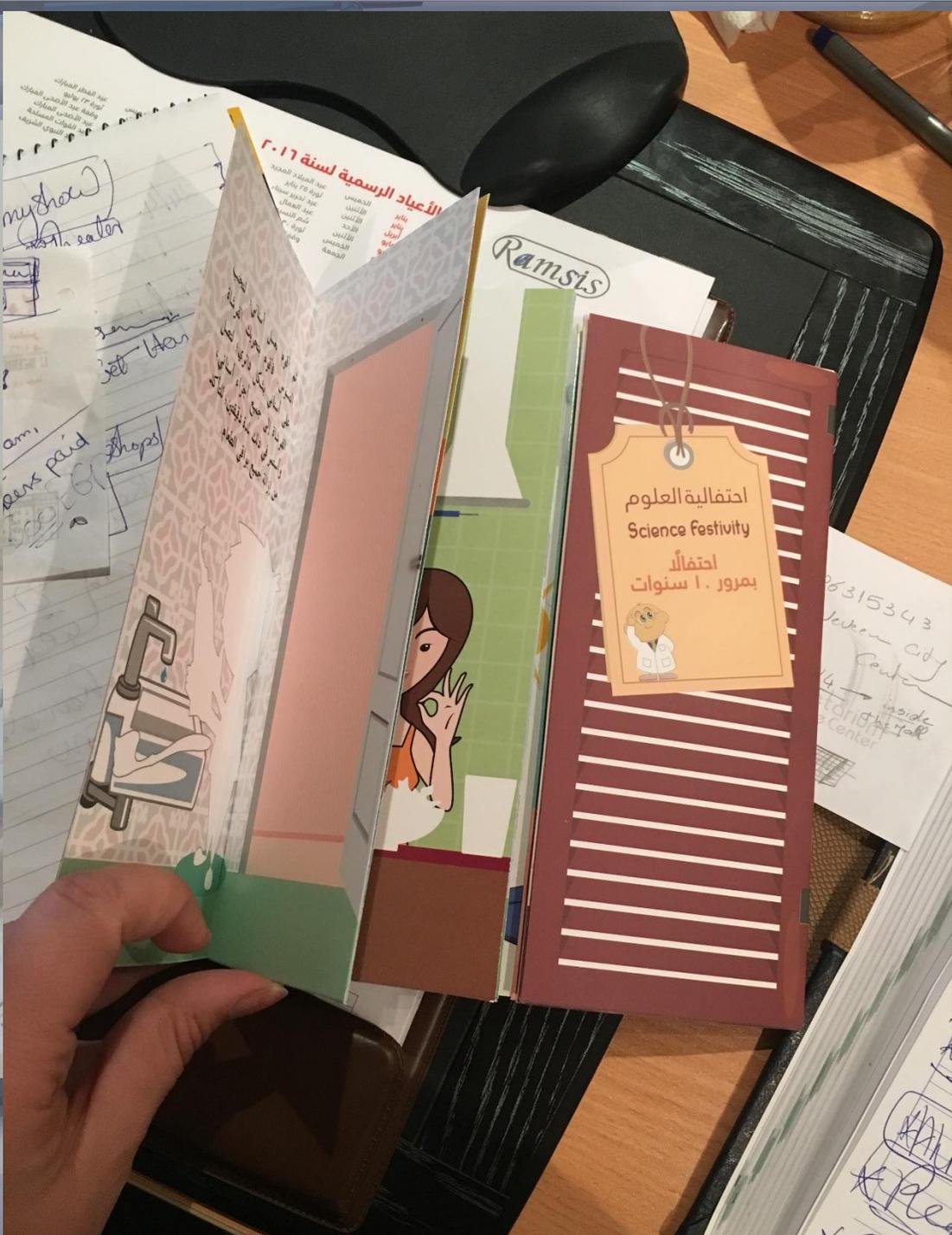
Annual events: Science Festivity

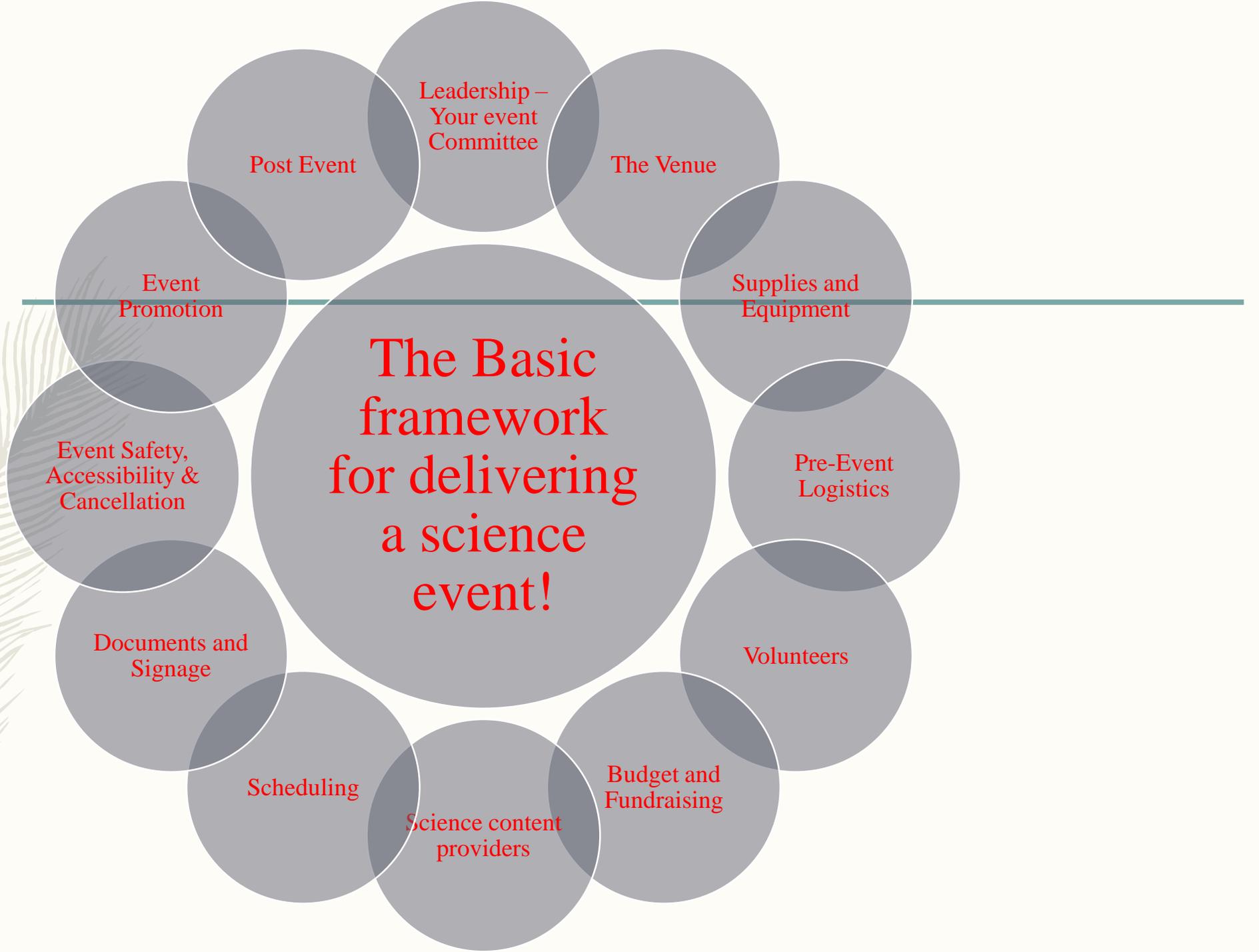


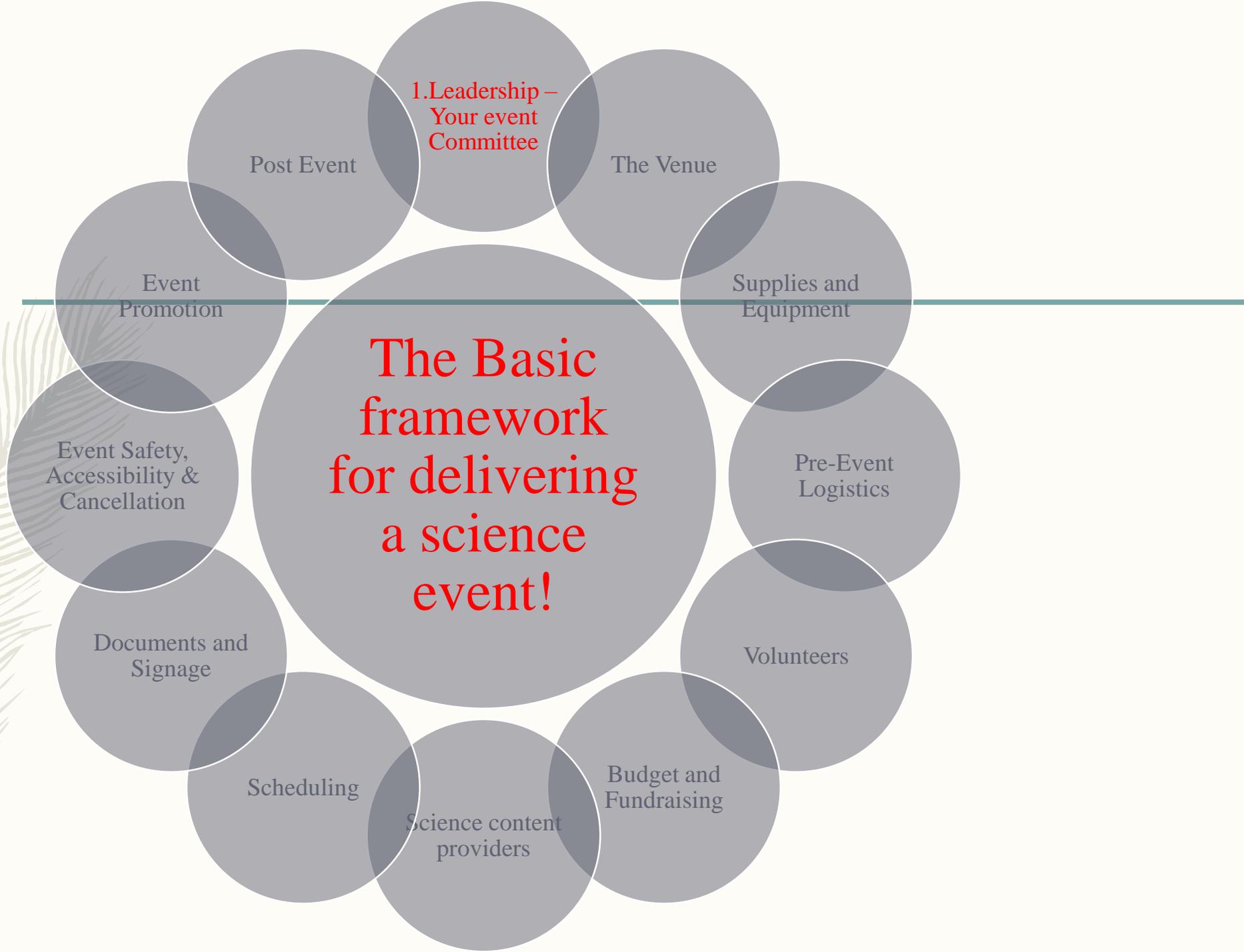
Theme: **Health**
Ben: **15,000**
Exh: private sector,
universities & NGOs
Part: institutions like
British Council and
Goethe-Institut,
schools









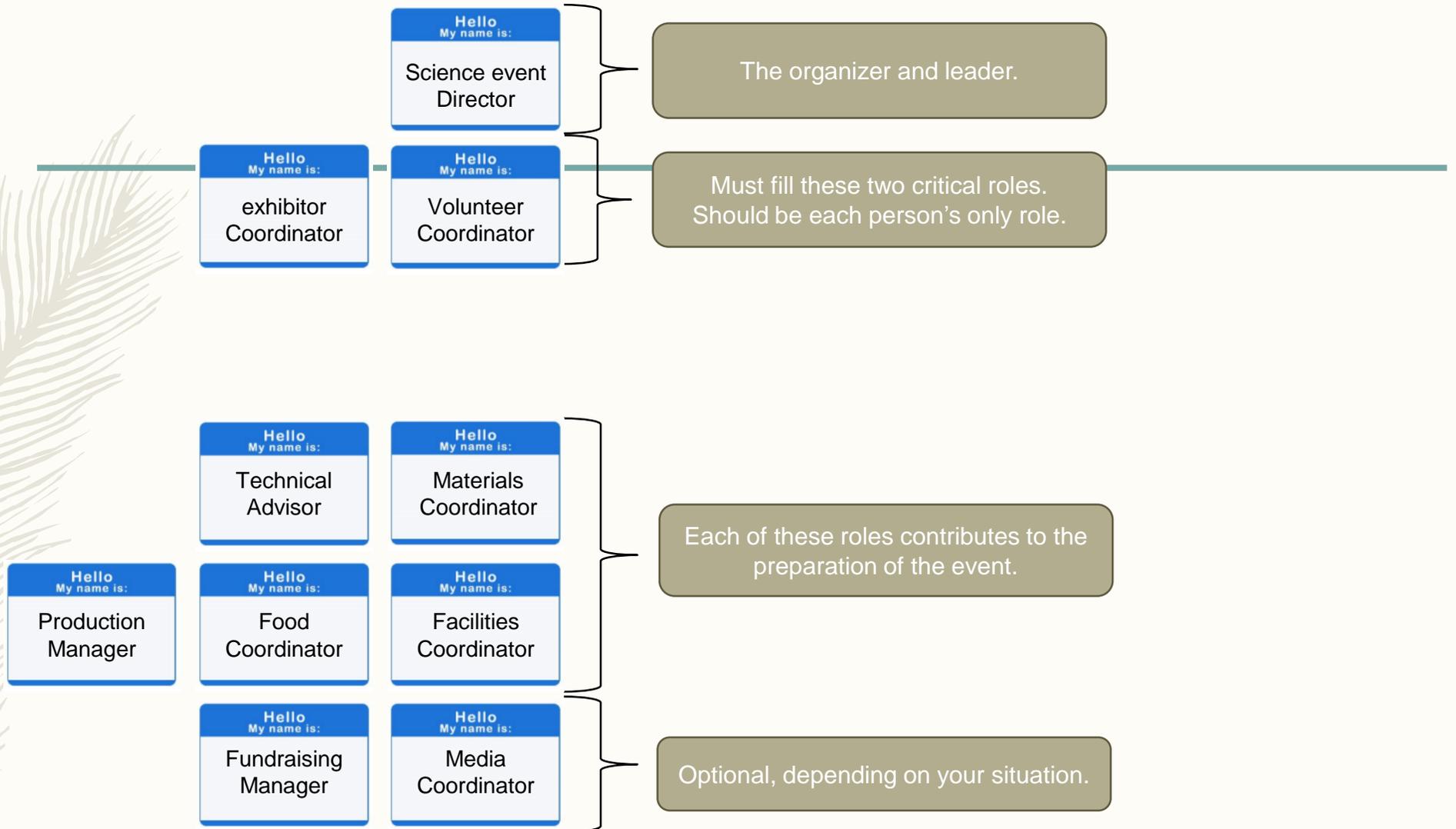
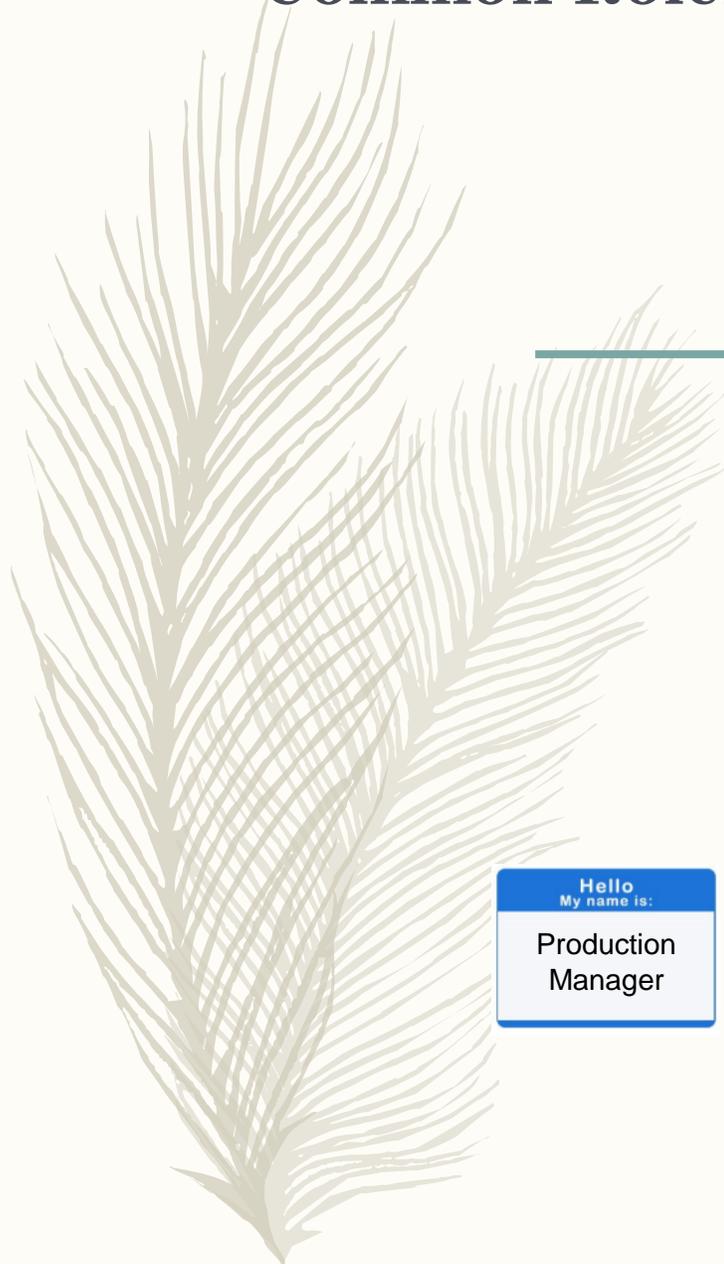


A science Event Organizer Will Need Help



A science event is too
much for one person to
handle.

Common Roles



Think of it This Way

JOBs that need to be done

PEOPLE willing to help

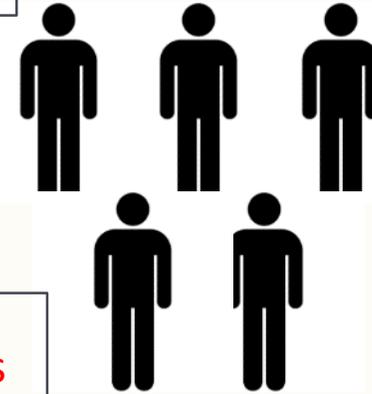


Primary Roles

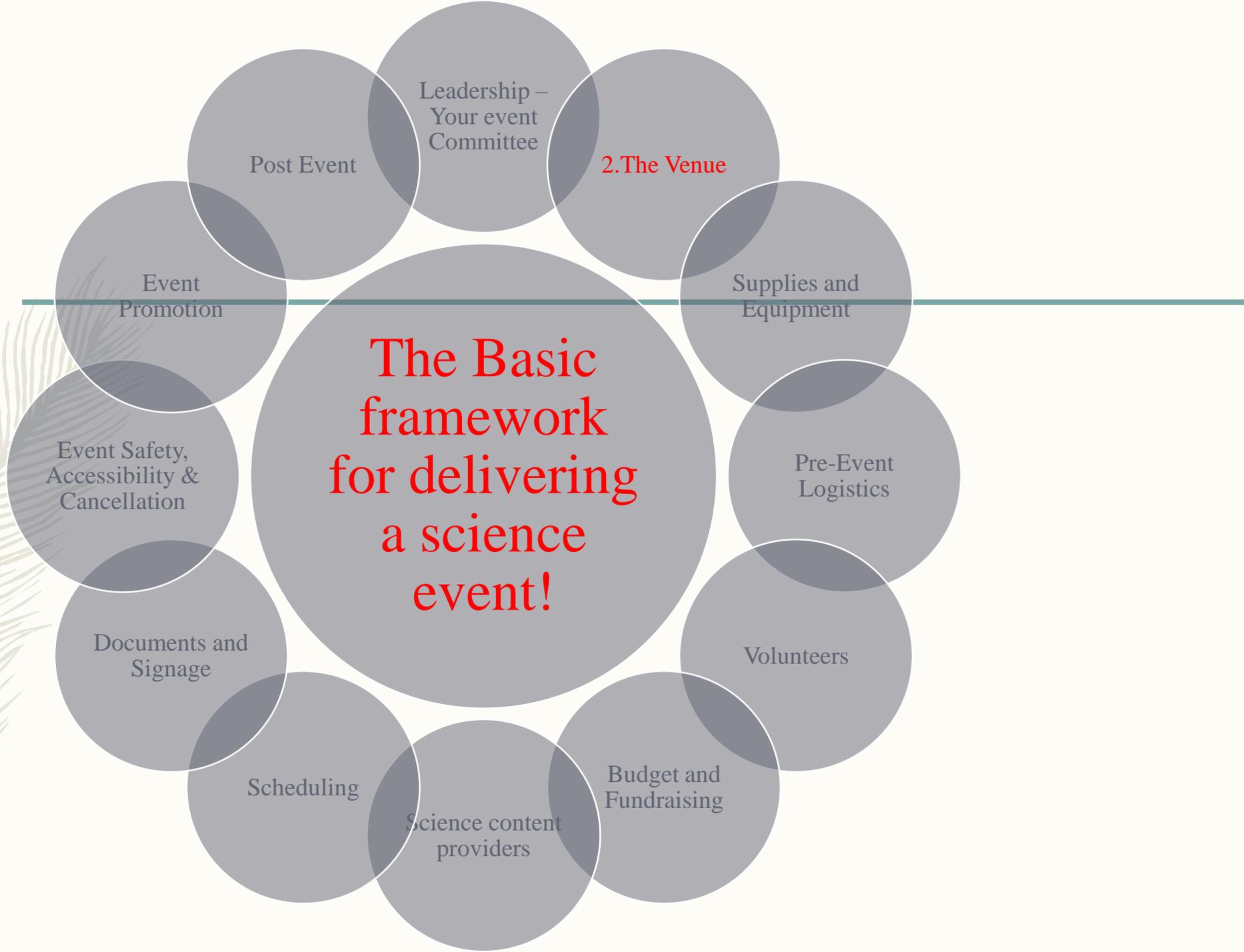


Secondary Roles

optional Roles



You may have 4, 5 or 8 people so one person **may** need to wear multiple hats – this is *not* unusual.



Seven Primary Areas

Every *science event* should have these areas in common.



1. Opening and Closing Ceremonies

2. Activities area

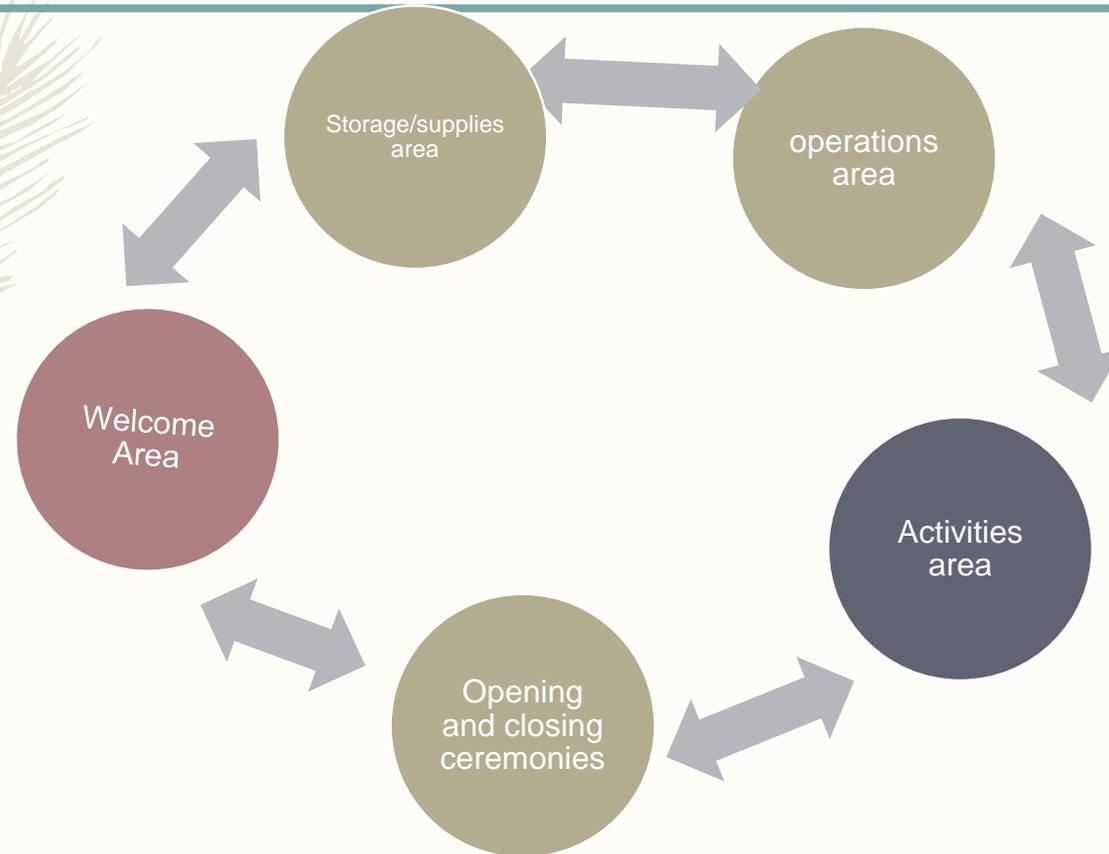
3. Welcome /
exhibitors Check In /
Volunteers Check In

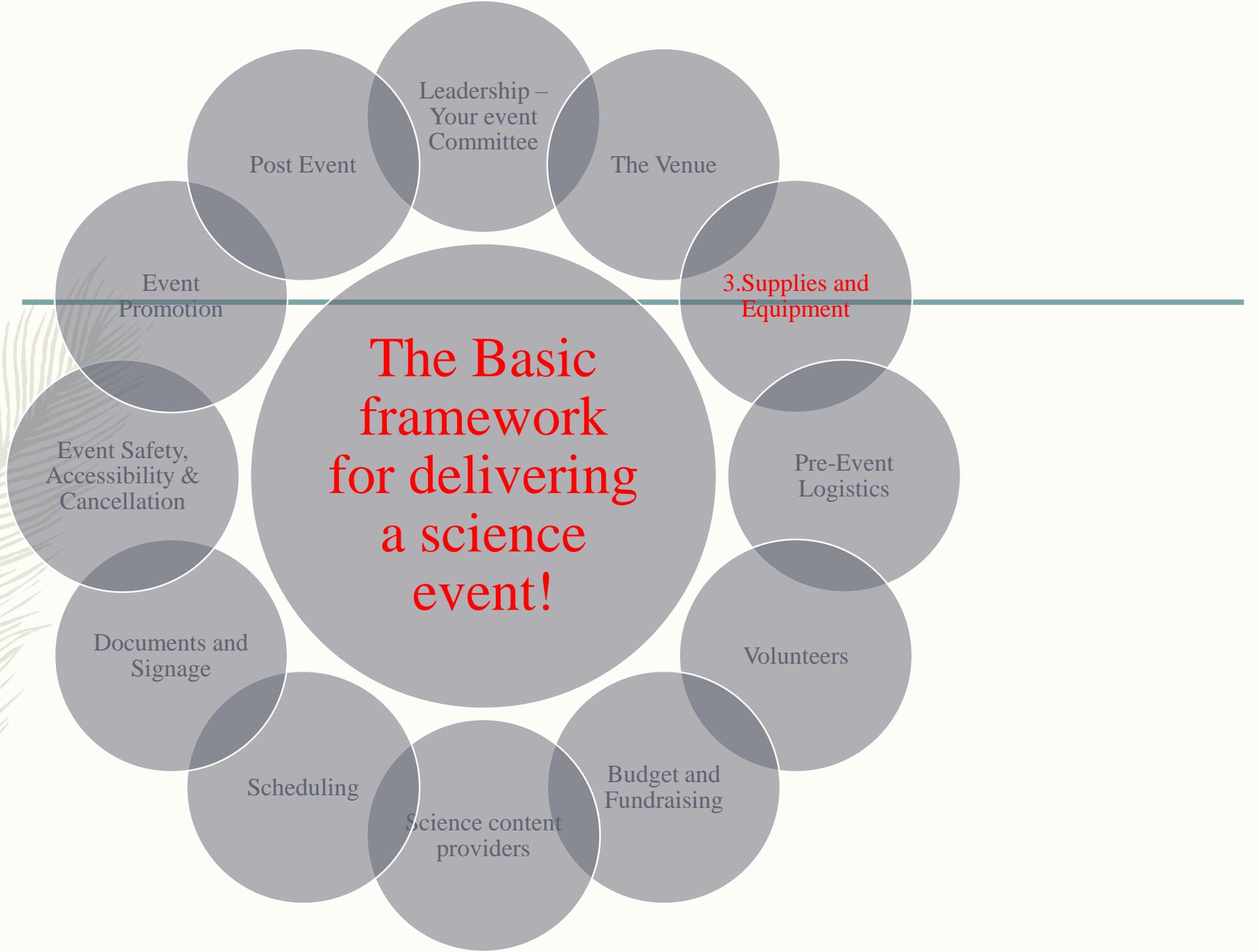
4. Storage/supplies
room

6. back
stage/operations room

Traffic Flow

As you consider a venue, consider how traffic will flow between these primary areas.
Will it be easy for the public and activity providers to get from one area to another?





Supplies and Equipment

As you create your supply/equipment list, consider how you will acquire and store it all. Below are sample considerations:

- **One-time acquisitions – use again and again**

- ✓ *Signage*
- ✓ *Extension cords*
- ✓ *First aid kit*
- ✓ *White boards/flip charts*
- ✓ *Computers (movies, music,)*

- **Items that can be borrowed, gifted, rented:**

- ✓ *Venue/space rental*
- ✓ *Audio/Visual equipment*
- ✓ *Screens*
- ✓ *Standard tables & chairs*

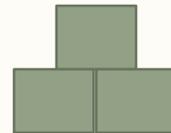
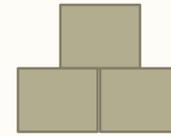
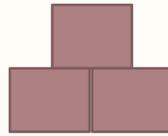
- **Items that must be replenished for each event:**

- ✓ *Volunteer identification/shirts*
- ✓ *Program books*
- ✓ *Exhibitor/activity provider badges*
- ✓ *handouts*

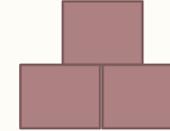


Supply “Box” for the Following Areas:

TIP: To make load in easier, color-code your supply boxes by area.



Supplies/Equipment Boxes: Welcome Area

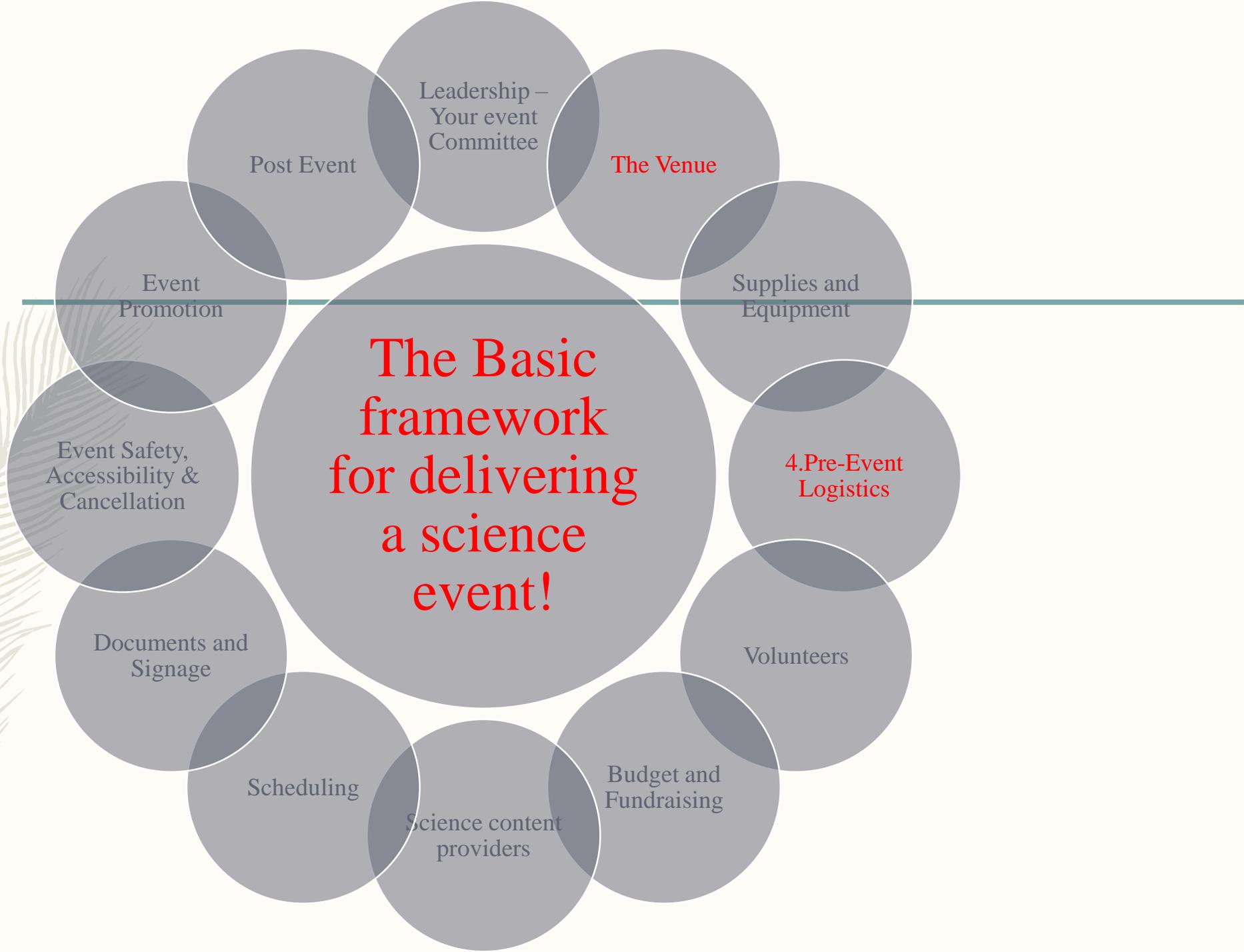


Consider supplies and equipment for:

- Volunteer Check In
- Team Check In
- General Information

TIP: Keep refreshments (like water, coffee, healthy food) in this area for your volunteers.





**The Basic
framework
for delivering
a science
event!**

Early Key Decisions



Eight to twelve months before the event,

- ✓ Reserve and confirm **your venue**. Date and location.
- ✓ Write your **budget**. Know your venue costs. Develop a fundraising plan, and begin to implement it.



By Challenge release, if not sooner,

- ✓ Identify your **exhibitor/activity provider coordinator**.
- ✓ Identify your **Volunteer Coordinator**.

Pre-event Timeline

4-6 months out

- ✓ Re-confirm your venue reservation.
- ✓ Develop site plan/site layout map.
- ✓ Recruit additional event Committee members.
- ✓ Continue raising funds, if necessary.
- ✓ Determine meeting plan with your event Committee and schedule the calls/meetings *now*.

Pre-event Timeline – Continued

2-3 months out

- ✓ Determine all the roles for which you will need a volunteer
- ✓ Begin event day volunteer recruitment.
- ✓ Recruit A/V operator or DJ for music
- ✓ Recruit event announcer/master of ceremonies
- ✓ Make reservations for any needed rentals.
- ✓ Reserve equipment for technical requirements, tables, seating, etc.
- ✓ Decide on your food service plan for volunteers.
- ✓ Decide who is going to do your event schedule. Begin writing the schedule.
- ✓ Decide on your food service opportunities for activity providers, if applicable.
- ✓ Order trophies and/or medals.
- ✓ Decide how you will identify volunteers – shirts, hats, name tags, etc. Place any orders.
- ✓ Determine your training plans for activity providers and event day volunteers. The volunteer experience is only positive if people know what is expected of them.
- ✓ Arrange, if applicable, for any speakers and VIPs.
- ✓ Develop a media plan to “get the word out” and media packet.
- ✓ You will need to start emailing your activity providers (will be discussed in– activity providers and Communications section.

Pre-event Timeline – Continued

1 month before

- ✓ Finalize the schedule.
- ✓ Finalize all your event day volunteer assignments.
- ✓ Finalize site layout map.
- ✓ Email activity providers with event information (schedule, agenda, site map, etc)
- ✓ Complete design of event program, send to printers.
- ✓ Confirm that all food and beverage arrangements that need to be made, have been made.
- ✓ Conduct any training sessions/rehearsals for activity providers and volunteers.
- ✓ Do you have all your supplies? Finish packing your supply boxes.
- ✓ Design and produce activity providers check in packets.
- ✓ Scripts for Opening and Closing/Awards Ceremonies.
- ✓ Prepare your emergency/evacuation plan and your emergency folders, if applicable

1 month before

- ✓ Announce event to local media.
- ✓ Confirm any vendor orders, including rentals.
- ✓ Design and produce signs.
- ✓ Copying of all event material.
- ✓ Confirm activity providers attendance.
- ✓ Double check your supply lists!
- ✓ Send out any media announcements.

Setting Up Before the Event

Activity provider Check In/Volunteer Check In/Welcome Area

- ✓ Unpack activity providers Registration and Welcome Area Supply Box
- ✓ Setup registration & welcome tables plus table covers
- ✓ Lay out schedules, maps, programs, registration packets, pens, paper
- ✓ Layout sponsor, literature
- ✓ Layout volunteer shirts
- ✓ Hang any signage

Activities Area

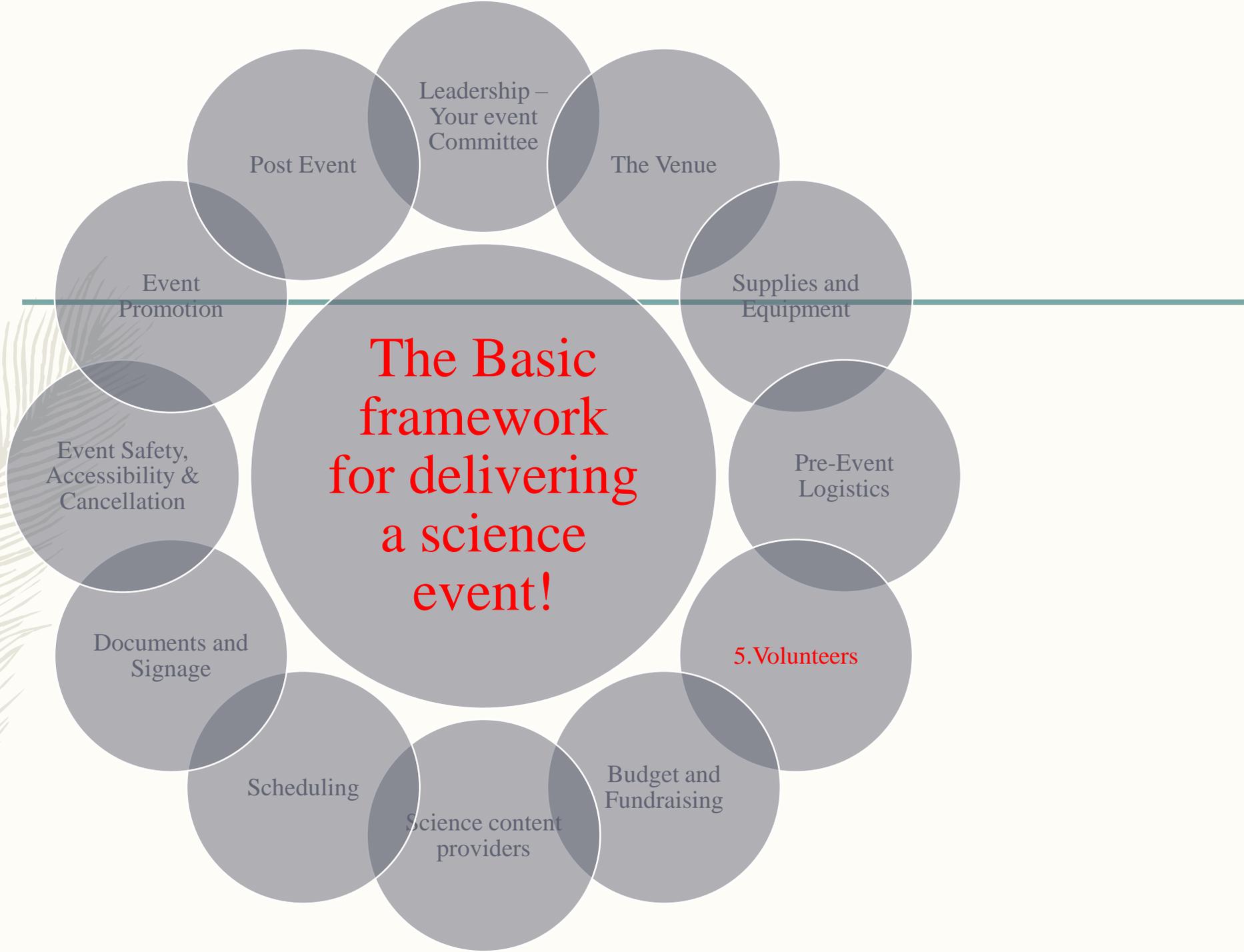
- ✓ Unpack Supply Boxes
- ✓ Set up the staging area for the shows– chairs, signage, barriers, etc.
- ✓ Hang flags, banners, other signage
- ✓ Cover all wiring
- ✓ Setup crowd control for activities

Operations Room

- ✓ Unpack Supply Boxes
- ✓ Setup food tables
- ✓ Layout supplies (pens, paper, clipboards, markers for white board, etc.)
- ✓ Layout, schedules, venue maps
- ✓ Layout volunteers shirts, if applicable
- ✓ Setup computer Or, whiteboard with markers
- ✓ Hang any signage

Ceremonies Area

- ✓ Setup and test audio
- ✓ Setup podium, if applicable
- ✓ Setup and test video, if applicable
- ✓ Review public flow during the Opening and Closing Ceremonies



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Leadership –
Your event
Committee

The Venue

Supplies and
Equipment

Pre-Event
Logistics

5. Volunteers

Budget and
Fundraising

Science content
providers

Scheduling

Documents and
Signage

Event Safety,
Accessibility &
Cancellation

Event
Promotion

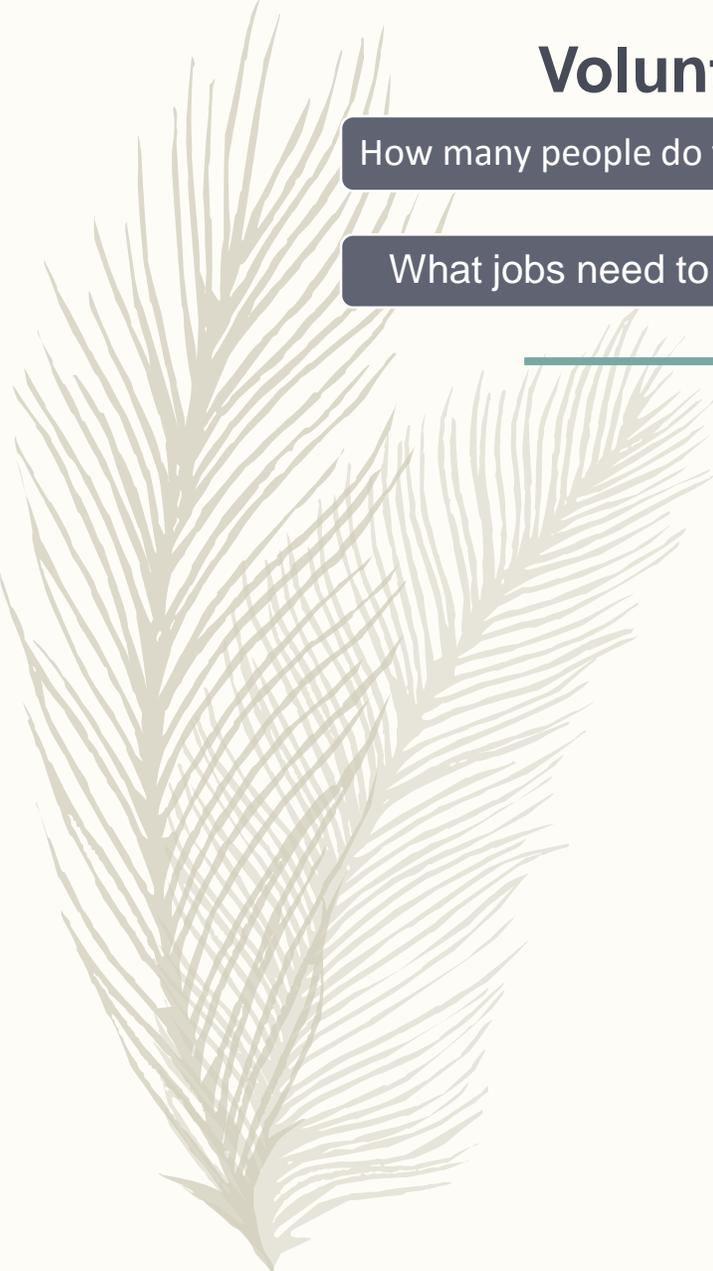
Post Event

Volunteer Position Requirements

Volunteer Position Descriptions

How many people do you need?

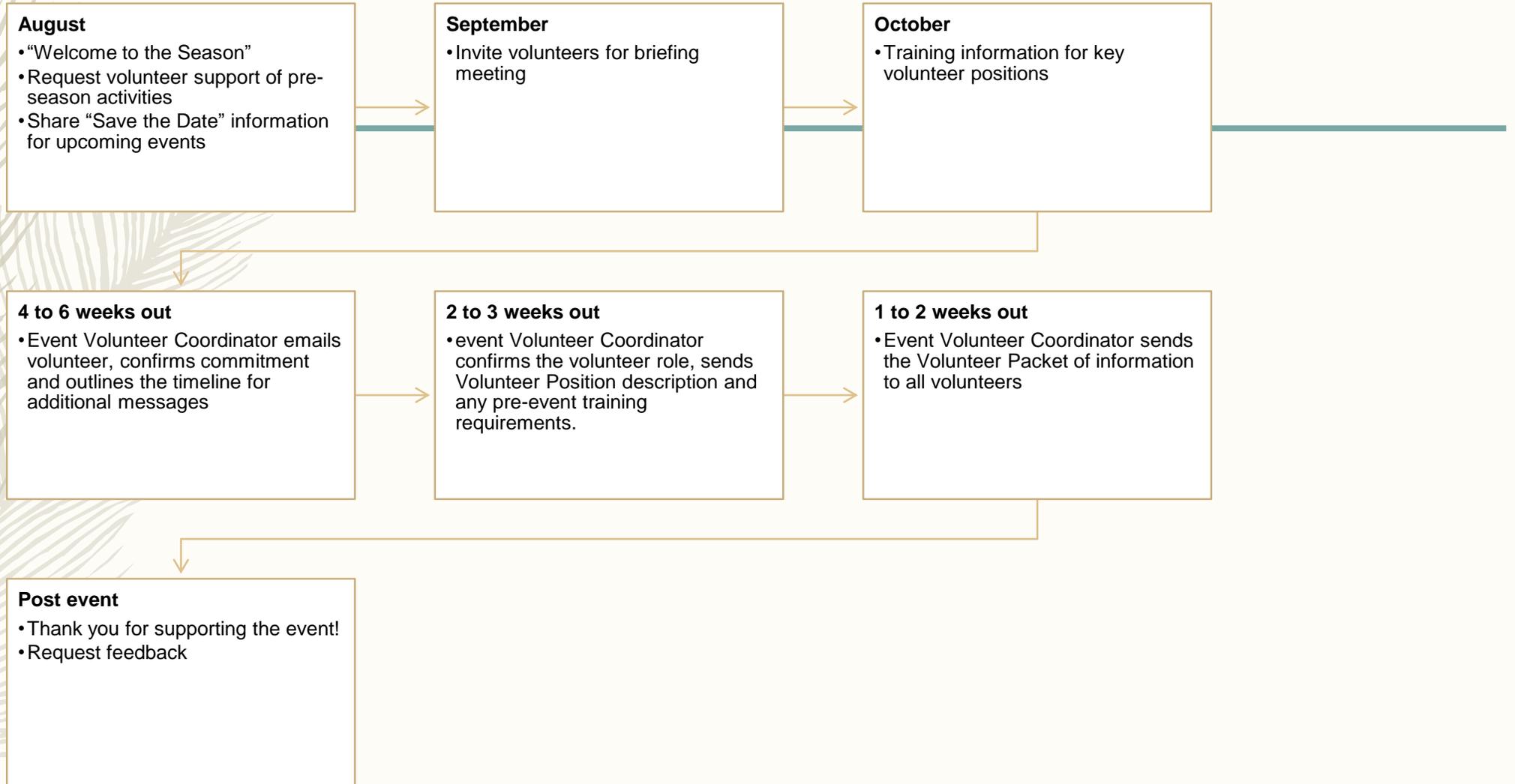
What jobs need to be done?

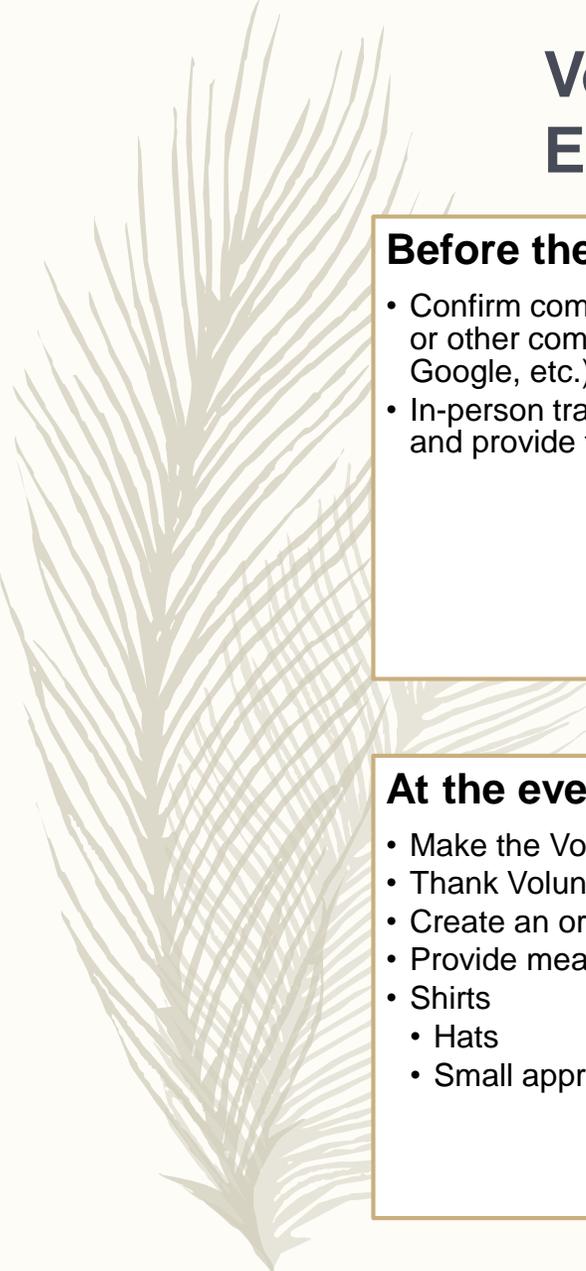


Role	Number needed	Description
School groups ushers	?	Usher groups from welcome area to workshop ----
Media	?	Cover shows and create live feed on FB page
Stage managers	?	
Flow	?	
Science busking	?	

Volunteer Communications Timeline (if you are having an event in Jan for example)

Now that you have identified your Volunteer force, stay connected with them or risk losing them to other activities.





Volunteer Retention & Recognition – Give them a Great Experience!

Before the event

- Confirm commitment for upcoming event via Email or other communication system (Facebook, Yahoo, Google, etc.)
- In-person training opportunities – engage, thank, and provide them with drinks, lunch/snacks

Before the event

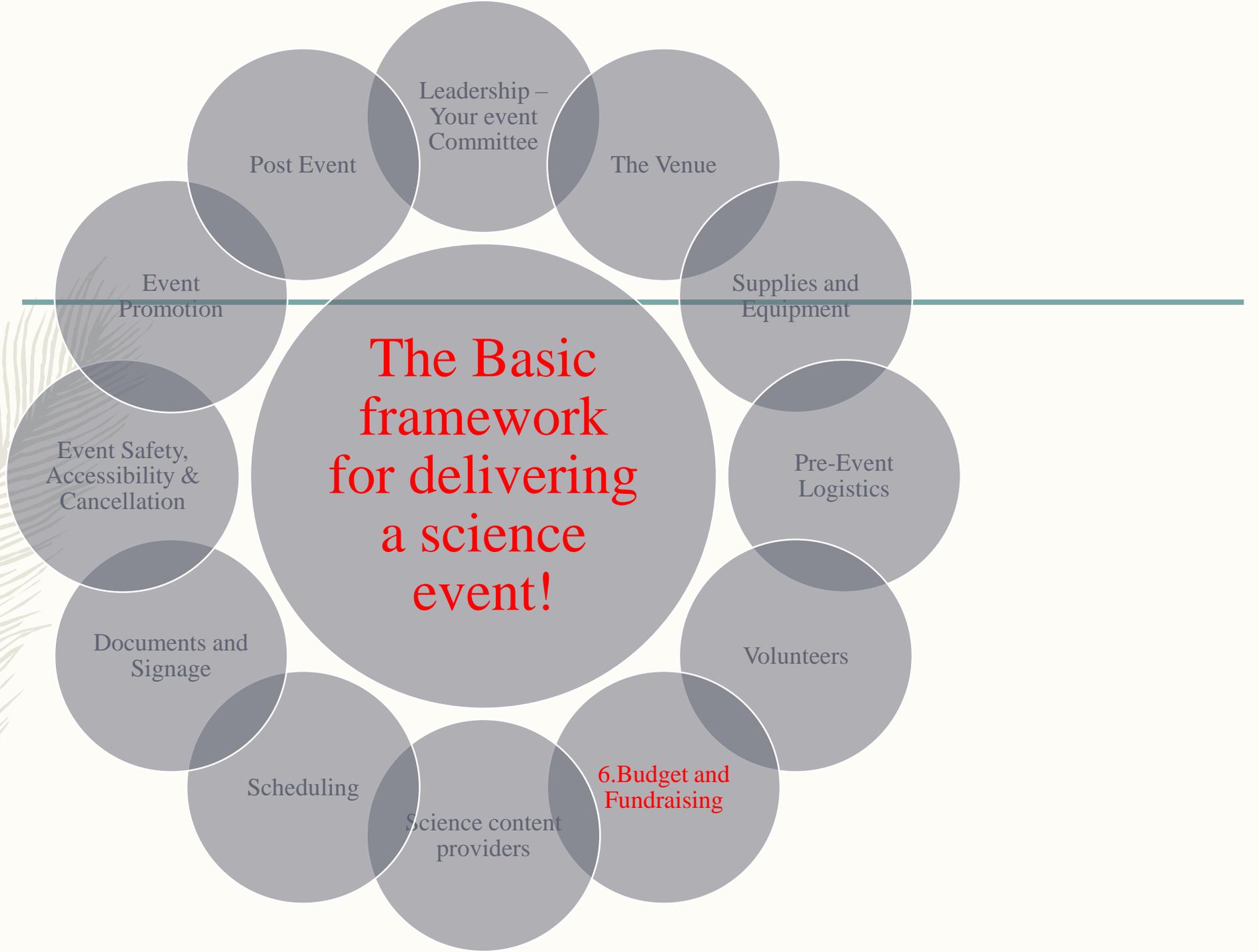
- Communicate consistently
- Acknowledge the relationship with the individual
- Acknowledge past support and experience
- Take into account physical limitations or time constraints when making position assignments
- Engage in an open dialogue about the Volunteer's support preferences
- Listen and respond to Volunteer preferences and concerns

At the event

- Make the Volunteer feel welcome
- Thank Volunteers
- Create an organized and efficient check in process
- Provide meals, snacks, and drinks
- Shirts
 - Hats
- Small appreciation gift – key chain, etc.

After the event

- Send appreciation email
- Request event feedback
- Mail a Thank You letter, certificate, photo, gift, etc.
- Maintain Volunteer database to document service
- Provide an end of season social/party (optional)



The Budget

- ✓ Develop your budget **early**
- ✓ For a typical event, the largest costs tend to be
 - Materials for activities
 - Food for volunteers
 - Venue set up costs
 - Volunteer shirts



Examples of Common Budget Items

Reusable

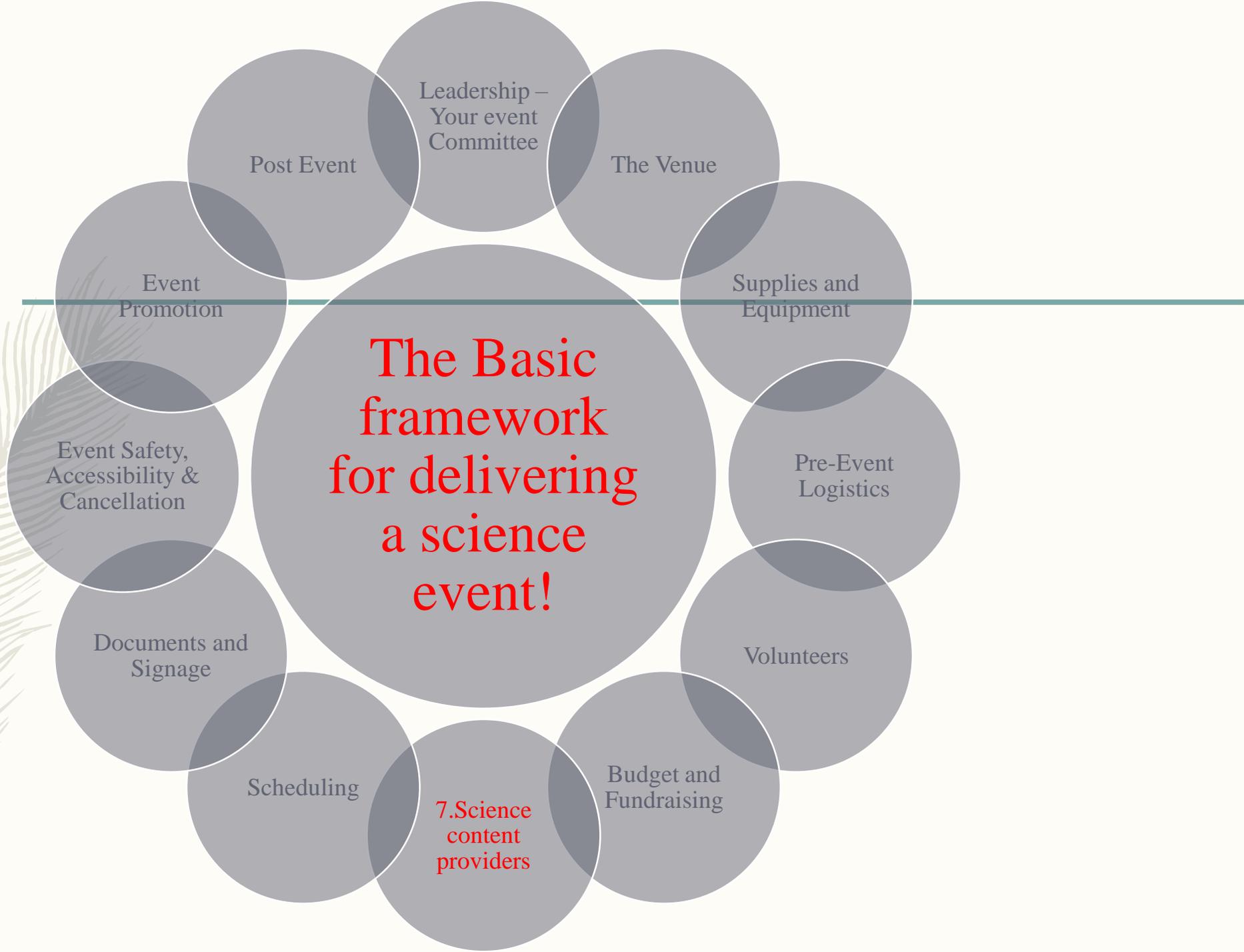
- ❖ Tables
- ❖ Signs
- ❖ Shirts
- ❖ Extension Cords
- ❖ Clipboards
- ❖ First aid kit
- ❖ Some general supplies

Consumables

- ❖ Food for Volunteers
- ❖ Printing
- ❖ Volunteer Identification
- ❖ Team recognition
- ❖ Some general supplies

Equipment/Fees/In-Kind/Borrow

- ❖ Audio
- ❖ Video
- ❖ Venue usage fees
- ❖ A/V fees
- ❖ Rentals, such as tables
- ❖ Computers
- ❖ Printer
- ❖ Some general supplies



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Fundraising

7.Science
content
providers

Scheduling

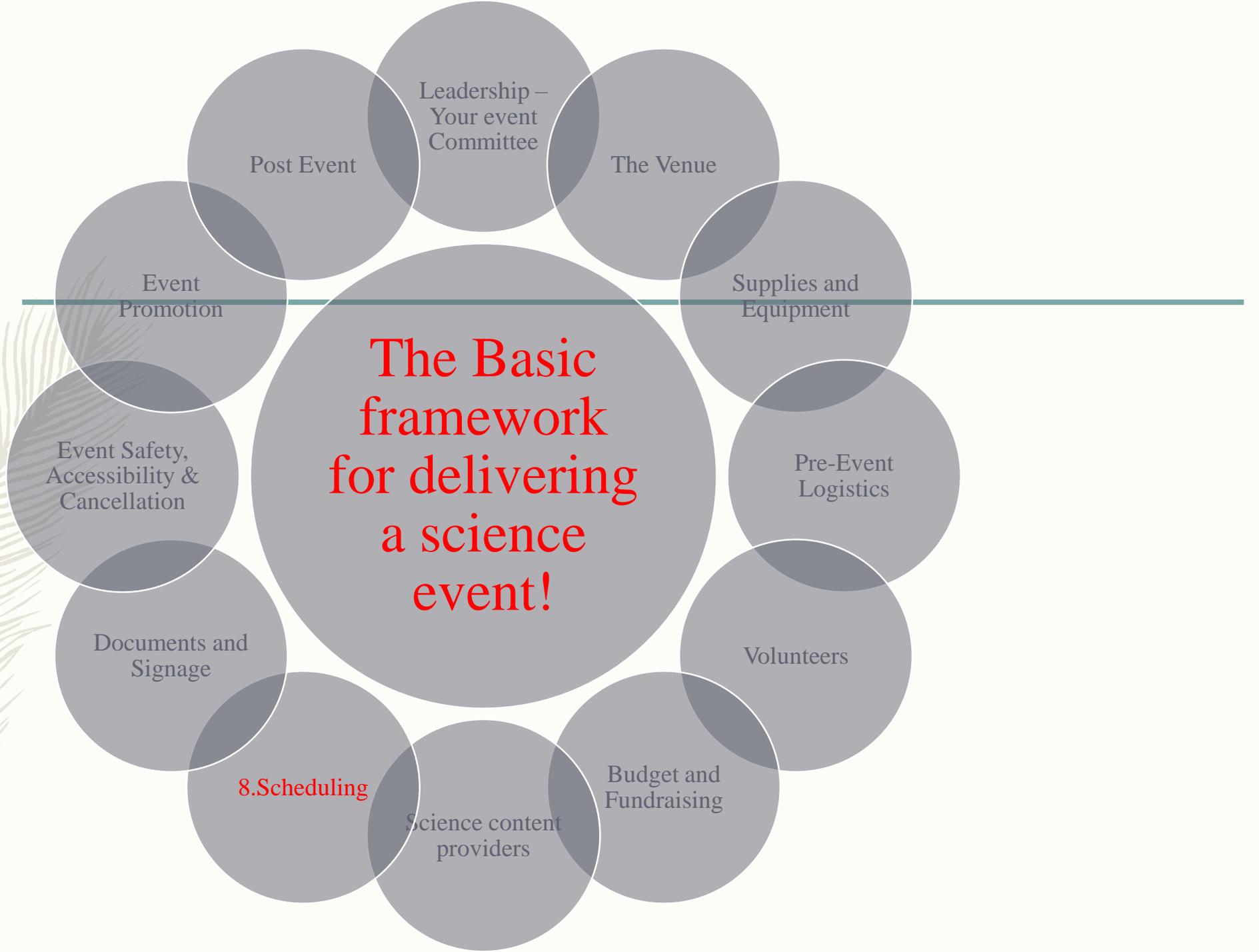
Documents and
Signage

Event Safety,
Accessibility &
Cancellation

Event
Promotion

Post Event





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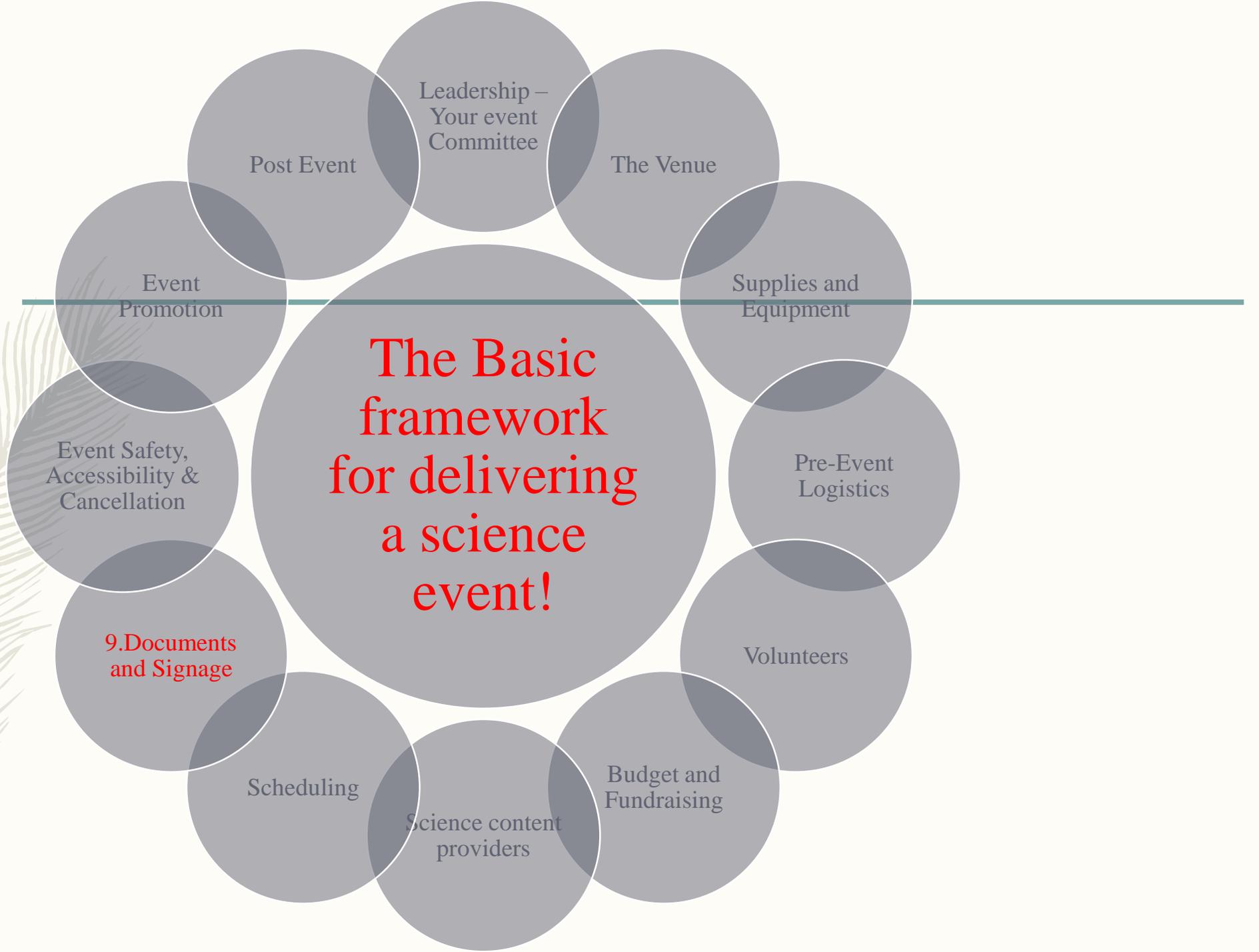
Event
Promotion

Post Event

Organize the same event information in various ways...

- Consider the flow of your day
 - Consider who needs what information
-

Schedule Type	Who needs it?
Detailed Overview Schedule	event Director, Volunteer Coordinator, Technical Advisor, other Key Volunteer and event Committee Members
Day Schedule	Content/activity providers, Media, public



The Basic framework for delivering a science event!

Post Event

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9. Documents
and Signage

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Science content
providers

Documents and Signage - Overview



Prepare for your event by producing the following:

- event documents
- Exterior parking and directional signs
- Large interior signs
- Small room or small area signage
- Banners
- Program booklet

Banners

Banner recognitions are nice touches but not required.

Sponsor banners might be required if you have promised this recognition for sponsors that donate at an agreed upon price point.

Sponsor Recognition

Photo Backdrop



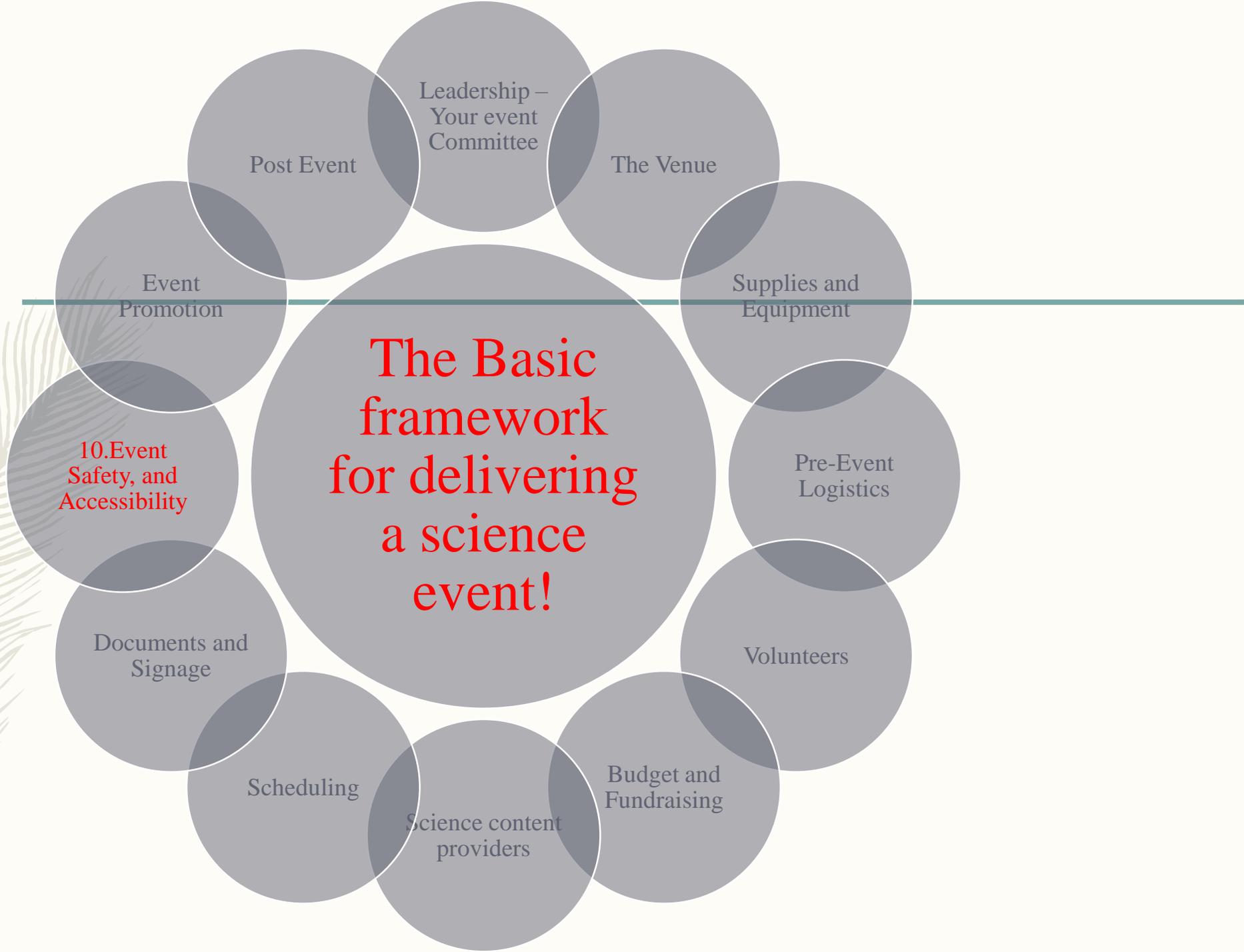
Event Branding



Program Book – Templates and Tools are Available

– Program Book Elements

- Activity providers information
- Basic event information
- Awards
- event sponsors
- Schedule
- Venue plan
- Important announcements



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10.Event
Safety, and
Accessibility

Event
Promotion

Post Event

Safety

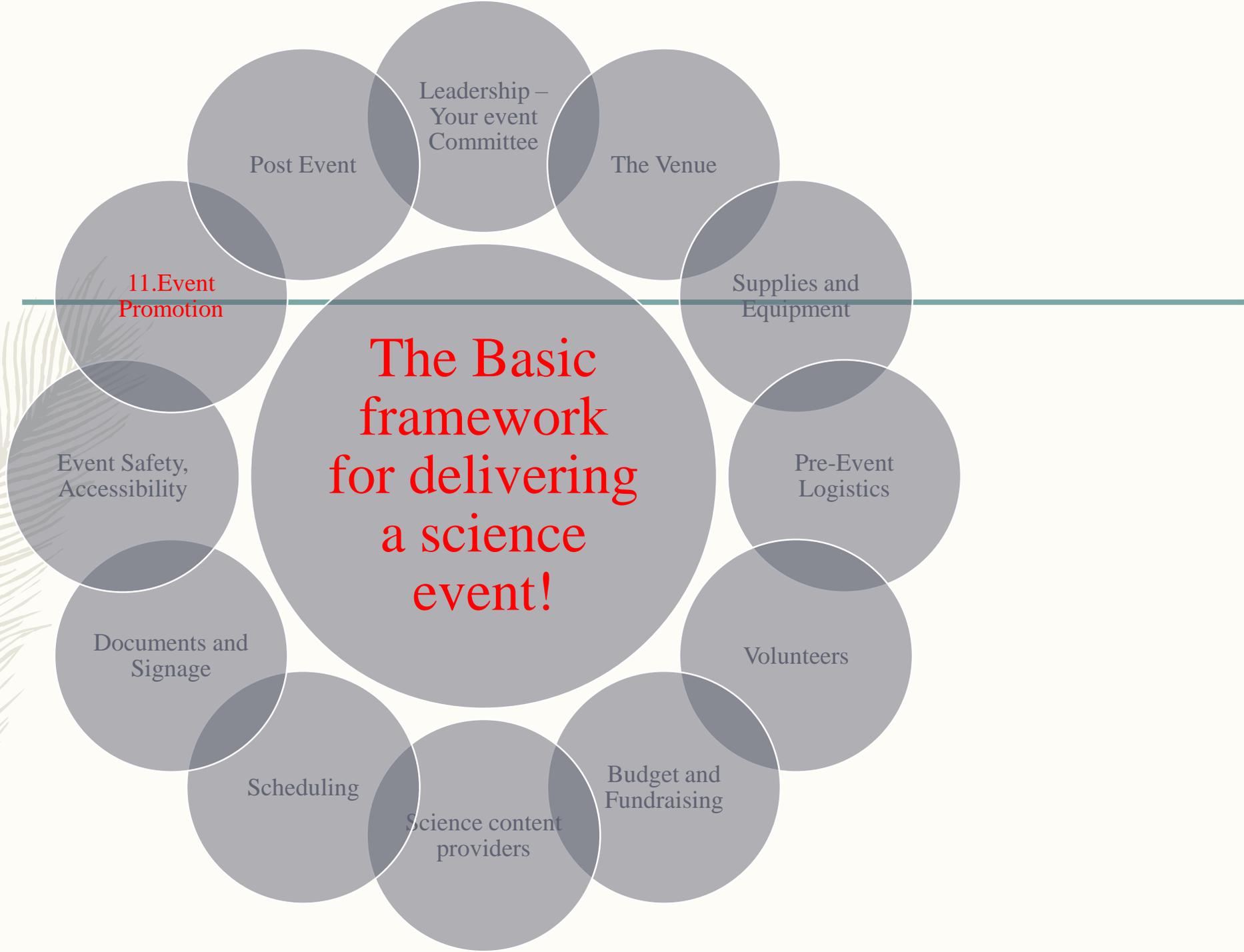


-
- ✓ Be mindful to **tape down or hide cords and wires.**
 - ✓ Be aware of **room capacity limits.**
 - ✓ Do a walk through of your venue looking for **trip hazards.** Especially in high traffic areas.
 - ✓ Be careful not to **block exits.**
 - ✓ Work with your facility's contact to understand
 - any relevant **building or fire codes**
 - any **safety and health requirements or regulations**
 - any local and applicable laws
 - ✓ Make sure **paths remain clear and open.**
 - ✓ Are you required to **hire security personnel?**

Accessibility



- ✓ Will everyone be able to participate in your event? Will you have **activity providers or volunteers with special needs**?
- ✓ Inform teams in advance **of any limitations as to access**. For example, if the venue does not have a ramp to the Ceremonies stage, only stairs.
- ✓ Your venue should meet all accessibility requirements or regulations.



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Promotion

Post Event

Inviting the media to your event is suggested, but not required.



Look to identify someone to handle this task. This “**Media Coordinator**” can...

- ✓ Conduct outreach to local media throughout the season and generate interest in your event
- ✓ Act as point-of-contact for local media inquiries prior to event
- ✓ Function as contact person for media who attend your event
- ✓ Communicate media plans, coverage, and results
- ✓ Relay event cancellation announcements to the media

Who Do You Want To Tell?

Make a target media list of the organizations you want to invite to your event. When you make that list, also include the person to contact with their phone or email.

- ✓ Local/Regional TV Network affiliates
- ✓ Local/Regional Newspapers
- ✓ Local online
- ✓ Local/Regional radio stations



Organization + Contact Person + Phone/Email

When Do You Want To Tell Them?

Make a list of dates and action items for each day. For example:

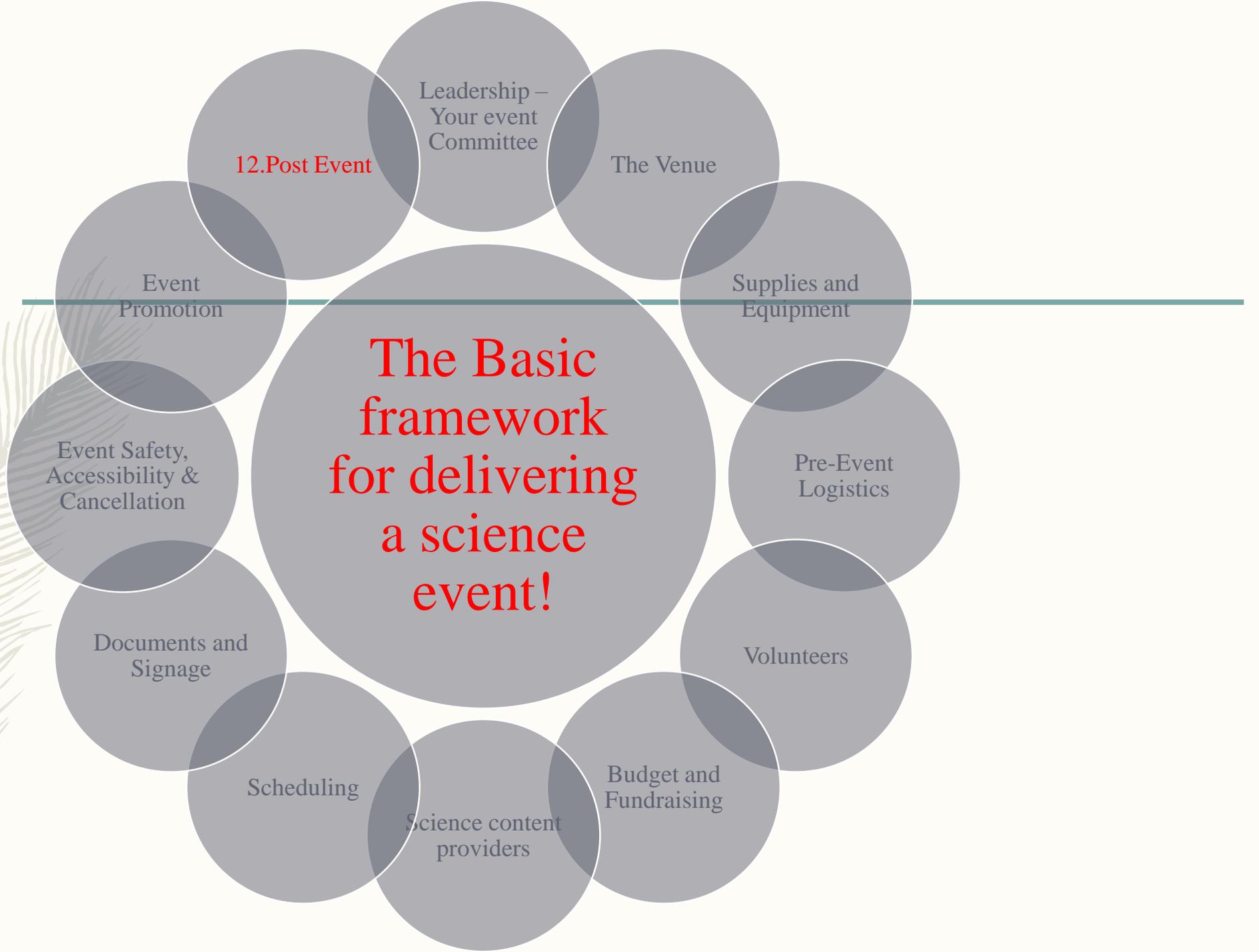
Date	Action Item
November 25	Email Hasan at Channel 5 to schedule a TV visit to the event
November 27	Call nada at the local radio station to arrange an interview
End of November	Email press release to Channels: CBC, etc.
December 2	Text Anne at the online magazine ?????? and arrange a time for her to visit the event
Week of December 7	Email the local newspaper and arrange a time to meet them at the event.

How Are You Going To Tell Them?

Media Packet

On the day of the event, a **Media Packet** of information will make things much easier on the media. Contents to consider:

- ✓ What is the PSC?
- ✓ What is the science festivity?
- ✓ An overview of the current event schedule
- ✓ Venue layout map
- ✓ Activity providers
- ✓ A list of event sponsors
- ✓ Promotional material
- ✓ A contact person for the event with phone or email.



**The Basic
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Feedback



- ✓ You should ask your **activity providers and volunteers** for their feedback.
- ✓ Free and easy-to-use **online services** such as SurveyMonkey can be used.
- ✓ Possibly include a survey document with each registration packet.
- ✓ You can also send a simple email asking for the **three best things** and **three things that need improvement**.
- ✓ Whatever you do, try to keep it **simple and short**.



That is a wrap!
Thanks for listening.

