

**COMM 323 Leadership & Events Management
Final Event Paper
Fall 2013**

(Directions & Rubric), 20% of your Final Grade
Due via Blackboard in SafeAssign by 10pm EST (as a Word document) **December 3, 2013**



Purpose: The purpose of the Final Event Paper is to be able to clearly articulate each component of an event plan & leadership approach for a specified organization. Students should be able to successfully design an event utilizing leadership strategies and practices rooted in course theory and concepts.

Task: For this assignment, you are tasked with planning an event. Successful event management is rooted in strong communication strategy and practices. Ideally this should be a plan that you intend to put into action. Be creative! This is personal—think about your community—what is needed? What can be improved? What organization or movements do you care about?

Possible event ideas: Canned food drives, toy drives, coat drive, recruiting homeless shelter volunteers, networking event for an organization (sorority, fraternity, etc), urban garden, animal shelter events, local 'day of service', environment clean-up, roadside beautification (ex. Clean PA Day), information-sharing event (lecture, talk, expert panel, etc), encouraging literacy—reading events (K-5), adult education activities, special topic awareness (legal, tax, rights-based, etc)...

*When in doubt—ask, I'm open to *most* ideas and can help you figure it out! You will also utilize Blackboard to share ideas, locations and contacts to your peers.*

The Final Event Paper requires careful consideration of event management strategies and leadership choices. Expect critical analysis and application of course terminology and theory. Any/all citations should follow APA formatting standards (6th edition).

Audience: This paper should be written towards your chosen organization leadership (ie their Board of Directors, Steering Committee, Executive Board, etc). It should therefore be written formally. Assume the reader is familiar with leadership strategies, communication terminology and event planning.

Format: Project Proposal

Research Requirement: to earn an above-average grade, this proposal must include course materials (lecture, text, notes), and a minimum of 1 scholarly publication and a minimum of 1 trade publication.

Requirements

In 6-8 (double-spaced) pages, propose an event by addressing the following event components:

- I. Introduction & Event Summary (approximately ½ page)
 - a. Organization background
 - b. Need for the event (Goal or purpose of the event)
- II. **Research** (approximately 1 page)
 - a. SWOT Analysis
 - i. Strengths
 - ii. Weaknesses
 - iii. Opportunities
 - iv. Threats
 - b. Leadership Assessment—identify which leadership style would be most appropriate for this event.
- III. **Design** (approximately 1-2 pages)
 - a. Creative Plan
 - i. What makes this event creative? Why does this address the previously stated need or goal?
 - ii. Marketing Plan
 1. Traditional (TV, radio, etc)—minimum 1 plan, maximum 3
 2. New Media (social media, website, etc) —minimum 1 plan, maximum 3
 - b. Feasibility—identify what Human Resources are needed and complete a brief fiscal analysis plan for this event
 - i. Human Resources (who will be a part of the event)
 1. Directors
 2. Staff (volunteers, workers, security, etc)
 3. Guests
 4. Others (identify)
 - ii. Fiscal Analysis
 1. Budget
 2. Funding opportunities/resources
- IV. **Plan your Event** (approximately 1-2 pages)
 - a. Event
 - i. Name
 - ii. Site/Event Plan
 - iii. Staffing Plan
 - b. Leadership
 - i. Theoretical Application
 - c. Contingency Plan(s)
 - i. Site
 - ii. Staffing
 - iii. Communication
- V. **Coordination** (approximately 1 page)
 - a. Logistics Schedule
 - b. Organizational chart for event

- VI. **Evaluation** (approximately 1 page)
 - a. GAP analysis plan
 - b. _____ (other measurement/evaluation TBD)
- VII. Conclusion (approximately 1-2 paragraphs)
 - a. Summarize as necessary and conclude your proposal
- VIII. Reflection (approximately 1-2 paragraphs)
 - a. What did you learn from creating this proposal?
- IX. Reference Page (APA formatted)

Rubric