

Purposeful Planning

Do your plan and punch list measure up?

Melva LaJoy Jones, Director of University Special Events

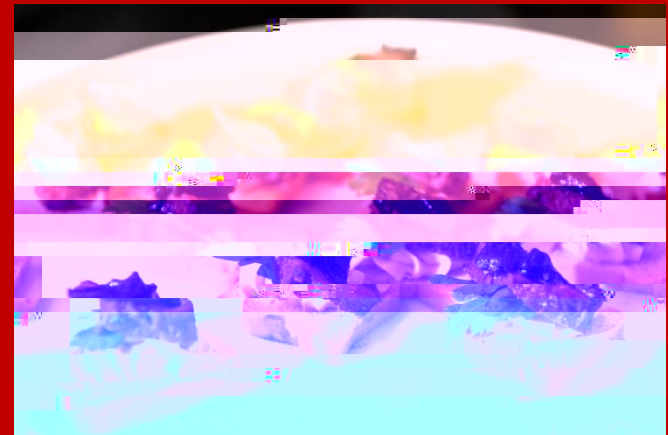
June 24, 2016

UNIVERSITY OF
SOUTH ALABA



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

Gloria Steinham



Purpose Driven Conversations

Why

Purpose Driven Conversations

How

f What will make my event unique?

f What similar events are taking place close to my event

I believe that verbal and oral communal comfv:à 7Ñ



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 of an assembly line, tables around the perimeter for inventory | Melva to receive (6) keys to distribute to the group. Keys for: Tasha, Melva, Regina, Melva, 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, Visa Mobile Information | Publications is delivered (160) program books, (180) conference bags, (180) conference notebooks, (1) Business Operations Sign, (2) Sponsor sign, (6) Registration signs and (6) directional signs with arrows |
|-----------|--------------|---------------|--------------------------|--|--|

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

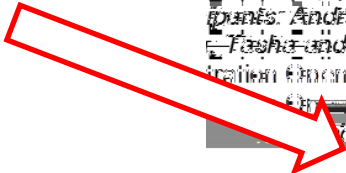
12:15 p.m. Volunteers are scheduled to arrive

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

Personal Notations

Staff Itinerary

| Thursday, June 2 | |
|--|---|
| 9:00 AM | Onsite Strategy Meeting: BayPointe Suite |
| Participants: Andrea, Susan, Tasha and Melissa | |
| 1:00 PM | Pre-Convention Dinner #2 |
| 3:00 PM | Check in at hotel if you have not done so already |
| 6:00 PM | Pre-Convention Dinner #2 |
| 7:00 AM | Breakfast |
| 8:00 AM | Round Check/Meet/Confer: New Group Day 1 II |
| 12:00 PM | Lunch |
| 1:00 PM | Pre-Convention Dinner #2 |
| 6:00 PM | Pre-Convention Dinner #2 |



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** Z À %00 O v Y

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?

Dreaming after all is a form of planning

Gloria Steinham

Got Questions?