**ATD Employee Learning Week Event Project Plan**

**December 2-6, 2024 | #ATDEmployeeLearningWeek**

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| **Name of event – what**(building opening, sports day, art show, launch of new program) |  |
| **Date of event** |  |
| **Time of event** |  |
| **Location of event** |  |
| **Event coordinator/contact person** |  |
| **Target audience – who***Who is this promotion targeted at?**What does the audience need to know?**What will hold their interest?* |  |
| **Message – what***What do you want to say to the target audience?**What do you want them to know/do?* |  |
| **Objectives – why**Be clear about what you hope to achieve with this event. |  |
| **Description of event – what** |  |
| **Risk assessment – what**Identify possible risks and develop strategies to minimize risks. |  |
| **Evaluation criteria established***What were our aims/objectives?**Did we achieve what we set out to do?**Did it come in on budget?**What were the intended/unintended outcomes?**How do we measure effectiveness?**What tools do we use to measure our success?* |  |
| **Checklist** Type of event determined Date/s of event determined Location/venue for event booked Target audience determined Message determined Objectives set Risk assessment completed Evaluation criteria established Communications mediums selected |  |

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| **Additional Planning**  | **Person responsible** | **Action** | **Date to be****completed** |
| **Budget** Budget: $ Breakeven point established |  |  |  |
| **Invitations** Email Invite drafted RSVPs (responsible person briefed) Invitation list compiled Special guests/speakers (TBD) Invitations sent |  |  |  |
| **Food & Supplies Logistics** Cost per head or upfront Beverages – water, soda, other? (Amount based on guests) Catered or other Hot or cold Menu set Power required? Equipment required? Tablecloths (Amount based on number of tables) Plates, napkins, utensils, cups (Amount based on number of guests) Serving Utensils Special dietary requirements of guests? |  |  |  |
| **Menu** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |

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| **Early event planning** | **Person responsible** | **Action** | **Date to be completed** |
| **Other** Signage for location Background music Music Equipment |  |  |  |
| **Guest comfort** Toilet facilities |  |  |  |
| **Housekeeping** Cleaning before and after On standby during the event |  |  |  |
| **After the event** Person responsible Debrief Comments on all aspects (negative and positive) Board Member feedback Guidelines for improvement next time Evaluation against criteria Celebration Thank you’s |  |  |  |