**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 |  |  |  |