**MODULE 1:  Best Practices In Special Event Management  
  
Week 1:  Conceptualizing and Planning the Event**  
 **SIMULATION Week 1**:  **Looking at the Big Picture**

As mentioned in the explanation of the Simulation, you are required to “plan” and organize specific aspects of a special event of your choice.  The first part of this process is to conceptualize, in your mind and then on paper, what this event is going to be like.  Please answer the following questions in point form to help paint a mental picture of the type of event you would like to plan. Please copy and paste this template into your own word doc, complete the answers in the space provided, save your document, and upload following the instructions for submitting the simulation.

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| **Questions** | **Answers** |
| **Who are you?** For example, do you work for a non-profit organization?  or are you a  family member planning a family celebration?  or do you own and manage a private event planning company?  **What is your role?** Volunteer? Paid staff? |  |
| **What type of event are you planning?**Conference, art festival, sporting tournament, block party, age milestone celebration, meeting, sporting competition such as a fun run, gallery opening, fund-raising benefit, etc. |  |
| **What is the purpose of the event and what is the impact you want to create?**(Celebration, draw tourists to your community, increase awareness of a cause, help people get to know each other, raise money, etc.) |  |
| **Approximately how many people are you planning for?** Or, how many people are you hoping will attend?  **Who are the participants?** |  |
| **Will you have a committee to help you (recommended), or will you be planning the majority of the event on your own?** |  |
| **How large is the community you plan to hold the event in?**  **What are some unique characteristics of this community that could be expressed in the event?** |  |
| **Do you have a pre-determined budget?  If so, what is it?  If not, will the event be break-even or profit-oriented?** |  |
| **Do you have a pre-determined time of year that you would like to hold the event?  If so, when is it?** |  |
| **Is there a venue that you have in mind for this event in your community?  If so, what is it?  What amenities does this venue have (e.g. a concession, catering services, public announcement system, sound system, public washrooms, cover, security, change rooms, meeting rooms, technological assistance, etc.)** |  |
| **Do you have a particular theme in mind?** |  |
| **Any other info you would like to share?** |  |