

Alpha Chi Convention—Chapter Strengthening Sessions Honor Students Gone Wild—Event Planning Matrix

Event: _____

Group Leader: _____ Email: _____

Group Member 2: _____ Email: _____

Group Member 3: _____ Email: _____

Group Member 4: _____ Email: _____

Group Member 5: _____ Email: _____

Work with your group members to create a plan for your event.

Overview—Describe your event in two sentences. Save details for the fourth part of this Planning Matrix. Be sure to identify the purpose of the event.

Planning Considerations—Identify key points to consider when planning this event. Be sure to include:

- Characteristics of an appropriate location
- Characteristics of the appropriate date or time
- Kinds of people who will come
- Necessary equipment/materials
- Safety or logistical concerns
- Costs to stage the event and cost to participants
- Time needed to plan and publicize the event
- Necessary permissions

Communication Plan—Identify the key components of your communication plan. Be sure to include:

- Theme for publicity
- Target audiences
- Kinds of publicity/media
- Publicity timeline

Details of the Event—Describe in detail the event you plan to hold.

Action Plan—Sketch out a rough action plan for this event. For each activity, describe what needs to be done, how long before the event it must be completed, and who is responsible for completing the step.