

NOAC 2024

CU Boulder



SEEK NEW HEIGHTS

How to Plan an Event

Planning Unforgettable Events and Experiences

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Meet Your Trainer

- Lodge: Eswau Huppeday Lodge
- Hometown: Sherrills Ford, NC
- Fun Fact: I am a licensed drone pilot.



David Boggs



Learning Objectives

1. Participants will learn the importance of planning quality events and how it affects retention.
2. Participants will learn the event planning process and how it can be used to create unforgettable events and experiences.
3. Participants will learn how to apply the event planning process to their own events.





1.

The Importance of Events



Group Question: What event in your
Scouting life has kept you in the
organization?



Influence and First Impressions

Events are the driving force for participation. Without events, participation in an organization is low making the organization insignificant to potential participants.

A first impression is always important. The first impression makes or breaks participation. It will determine if a participant returns or not.





2. Planning the Event



Group Question: In your own opinion, what is the most important part when planning an event?



Planning Ahead and Event Needs

Planning should be finalized on a set date, that date depending on the trip activities. If any reservations are needed, at least two weeks ahead of time. If any transportation is needed, plan a month ahead. For lodge events, having everything done two weeks ahead of time is fine. This may vary based on the lodge.

What is needed during events? Lodge events need activities and training. These trainings can be lodge related or something else. Activities can be competitions or activities to participate in to kill time. Food, bathroom facilities, water, shelter, and a schedule are a must have for any event. Campfires/shows/mass gatherings are also great additions. An event long game or ceremony as well can top off all the event's needs.



Activity Time: Gather into groups of 5-6
and assign the follow roles:
Overall Event Lead, Training Lead,
Activities/Competitions Lead, Shows Lead,
and Logistics/Food Lead



In your teams, plan an event including:
Food/Drink, Logistics, Bathroom Facilities,
Sheltering, A Schedule, Quest/Competition
Activities, 6 Training Cells (Minimum),
Event-Long Games, Ceremonies
(Optional), and any other plans you would
like to include.





3.

Advertising the Event



Group Question: Have you ever purchased a product you saw on a social media post or advertisement?



Necessity of Ads and Pos./Neg. Attention

Why are advertisements necessary? Advertisements are necessary for bringing attention to an event. The more positive attention, the more likely a participant will go to an event.

Positive vs. Negative Attention. Positive attention is the attention that seems inviting, safe, and all other positive adjectives that will pull in participation. Negative attention looks bad. Negative attention can seem uninviting, exclusive, unsafe, or unfun.



Activity Time: Create an advertisement.

Your teams have thirty points and five minutes to advertise their event.

- Ten points can be spent to deliver a brief speech about their event to another team.
- Five points can be spent to send a written message.

After five minutes, we will spend ten minutes reviewing each other's advertisement strategies and how we advertise events.



Takeaway Challenge

For the last three minutes, think about how you can apply these skills to your own lodge's events. Write down three things you can continue in your lodge with event planning, and another three things you can do to improve lodge event planning. Share these ideas with your lodge to help improve events and participation.

