



2024 National Order of the Arrow Conference

Session: How to Plan Unforgettable Events

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Session Length: 45 minutes

Session Description

Events are the main driving force for participation in a lodge or other group. Making these events unforgettable experiences can ensure that members return to future events and fuel participation within the lodge. This course will allow participants to go through the event planning process and apply the event planning process to their own events.

Learning Outcomes

Outcome 1: Participants will learn the importance of planning quality events and how it affects retention.

Outcome 2: Participants will learn the event planning process and how it can be used to create unforgettable events and experiences.

Outcome 3: Participants will learn how to apply the event planning process to their own events.

Theme Connection: Seek New Heights

My session emphasizes a participant's drive for excellence in planning events for their lodge. Excellence in event planning allows them to achieve more ambitious goals and Seek New Heights with their lodge.

Facility and Material Needs

[Please put all material and facility needs in this section. We recommend completing this portion last after the rest of the lesson plan is completed. **The more specific you are with your material and facility requests, the better we can accommodate!**]

Facility Needs

- Is this session remote delegate-compatible?*
(ie. can the material be engagingly taught via live stream)

Yes – Only material. Remote Delegates are unable to participate in the in-person activities.
- Does this session need audio/video (AV) capabilities?* (ie. projector)

Yes
- Are there any other specific facility needs for this session?* (ie. movable chairs, panel-style seating, etc.)

Moveable chairs for activities. Tables that can seat 5-6 people.

Material Needs

[Please put “NOAC Training Committee” under “Source” if you need a material and cannot source it yourself - we will try to source it for you. Please note that we would strongly prefer training materials to be in a digital format and would advise against flipcharts and other physical materials. If you need microphones, extension cords, etc., please also specify those needs here.]

Material	Quantity	Source
Pencils/Pens	20-25	Myself
Notebook Paper	100 Sheets	Myself

Session Preparation Steps

Step 1: Read the full syllabus including materials, description, learning outcomes, and lesson plan.

Step 2: Include personal experiences through the steps of the event planning process if needed to help teach the course.

Step 3: Prepare materials needed for activities as included in the lesson plans.

Step 4: Download slides for the presentation.

Additional Staff Members

No additional staff members are needed.

Lesson Plan

The bullet points are for each slide.

Introduction

2 minutes

Slides 1-3

- Title Slide
- Course Trainer Introduction Slide
- Learning Outcomes and how to Seek New Heights with this course.

Importance of Events

5 minutes

Slides 4-6

- Group Question #1

Group Question #1

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

- The influence events can have on someone. Events are the driving force for participation. If an organization has no events, then there is no participation, which makes the organization insignificant or unimportant for the participant.
- The importance of a first impression. The first impression makes or breaks participation. If there is a great first impression, then participants will return. If there is

a terrible first impression, then participants will not return.

Planning the Event

15 minutes

Slides 7-11

- Group Question #2

Group Question #2

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

- How far ahead to plan? 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 1:

Team Roles

Materials Needed: None

Length of Activity: 1 Minute

Activity Description: Teams at tables of 5-6 will gather and assign the following roles: Overall Event Lead, Training Lead, Activities/Competitions Lead, Shows Lead, and Food/Logistics Lead.

- Activity 2 (In Person):

Event Planning Applied (In Person)

Materials Needed: Notebook Paper, Pencil/Pen

Length of Activity: 5 Minutes

Activity Description: Teams will have five minutes to 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.

- Activity 2 (Remote)

Event Planning Applied (Remote)

Materials Needed: Notebook Paper, Pencil/Pen

Length of Activity: 5 Minutes

Activity Description: Remote delegates will create a full event schedule without detailed planning (no specific activities, training, etc.)

Advertising the Event

20 minutes

Slides 12-15

- Group Question #3

Group Question #2

Have you ever bought a product you saw on a social media post or advertisement?

- 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 3 (In Person)

Event Advertising Applied (In Person)

Materials Needed: Notebook Paper, Pencil/Pen

Length of Activity: 15 Minutes

Activity Description: Teams will 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, or five points can be spent to send a written message. The next 10 minutes will consist of teams choosing who's event they would attend, reviewing their advertisement strategies, and reviewing how they advertise events.

- Activity 3 (Remote)

Event Advertising Applied (Remote)

Materials Needed: Drawing Paper, Pencil/Pen, or Electronically

Length of Activity: 15 Minutes

Activity Description: Remote delegates will design a square advertisement that would go on a social media site. The advertisement would consist of necessary details: location, time, date, and any other key details. The advertisement would be fun and physically appealing.

Conclusion & Takeaway Challenge

3 minutes

Slide 16

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.

Appendix: Resources and Source Material

[Please add all referenced sources or handouts that would be useful to share with session attendees.]

Resource	Link
Order of the Arrow, Mission & Purpose	Available online at: https://oa-bsa.org/about/mission-purpose