

## Special Event Planning Process Step Table

**PURPOSE:** To organize and plan the necessary components of a successful special event including field days.

**SCOPE:** From district to statewide.

<b>Step</b> Action – a verb sentence	<b>Responsibility</b> Any position that is accountable for the completion of this step.	<b>Inputs</b> Items needed to complete the step (forms, tools, people, etc)	<b>Control</b> Practice Standard, Policy, Regulations, etc.	<b>Output</b> Completed object, form, reviewable product, or demonstrated knowledge.
1. Identify need for the event.	<ul style="list-style-type: none"> <li>• District Conservationist (DC)</li> <li>• Public Affairs Officer (PAO)</li> <li>• Local Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Identify hot topics and relevant issues</li> <li>• Computer resources</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• State Conservationist (STC)</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Agreement with interested parties for the need for an event</li> </ul>
2. Set goals.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local discussions</li> <li>• Agreed to need/reason for event</li> <li>• Computer resources</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose of the event</li> </ul>
3. Determine the target audience.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local goals</li> <li>• Purpose of the event</li> <li>• Computer resources</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation list</li> </ul>
4. Determine program agenda.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local goals</li> <li>• Invitation list</li> <li>• Computer resources</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Program content</li> </ul>
5. Select date.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local goals</li> <li>• Schedules</li> <li>• Invitation list</li> <li>• Program content</li> <li>• Computer resources</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Date and time for the event</li> </ul>
6. Contact perspective speakers.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local/statewide contacts</li> <li>• Local goals</li> <li>• Date and time for the event</li> <li>• Computer resources</li> <li>• Phone</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Speakers for the event confirmed</li> </ul>
7. Select facility or location.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local schedules</li> <li>• Goals</li> <li>• Computer resources</li> <li>• Phone</li> <li>• Rental fees</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Location for the event and/or facility</li> </ul>
8. Arrange for needed equipment.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Facility arrangements</li> <li>• Computer resources</li> <li>• Phone</li> <li>• Rental fees</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Necessary AV and other equipment reserved</li> </ul>

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9. Publicize event.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Steps for writing news releases</li> <li>• Computer resources</li> <li>• Mail</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Media coverage of event and letters sent out</li> </ul>
10. Prepare handouts and agenda (include sponsor recognition).	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Local goals</li> <li>• Speakers</li> <li>• Computer resources</li> <li>• Photocopying</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Materials for event</li> </ul>
11. Finalize and confirm all arrangements.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Facility contract</li> <li>• List of confirmed speakers</li> <li>• Phone</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Confirmed arrangements and event held</li> </ul>
12. Thank you notes after event held.	<ul style="list-style-type: none"> <li>• DC</li> <li>• PAO</li> <li>• Local partners</li> </ul>	<ul style="list-style-type: none"> <li>• Participant list</li> <li>• Computer resources</li> <li>• Postage</li> </ul>	<ul style="list-style-type: none"> <li>• DC</li> <li>• STC</li> <li>• Chief (HQ Staff)</li> </ul>	<ul style="list-style-type: none"> <li>• Mailed thank you notes</li> </ul>

Field Checked: September 16, 2005  
 Approved: /s/Richard Van Klaveren  
 Richard Van Klaveren, State Conservationist  
 Date Approved: October 14, 2005