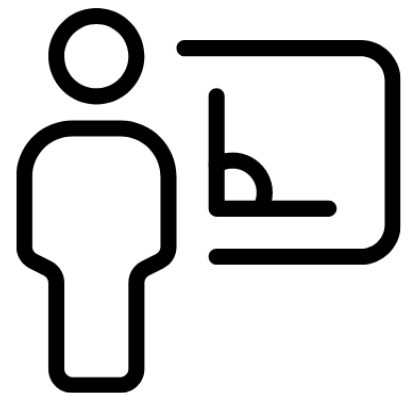


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



By failing to prepare, you are preparing to fail.

Benjamin Franklin

Module Two: Types of Events



An event is a planned social occasion. Events can be small intimate family gatherings, or huge galas. You can have an event for charity, or for your baby's first steps. Because the spectrum is so vast, there are of course many different types of events. In this section, we will review the most common types of events.

Awards



An awards event, or an awards ceremony, is an event that gives out an award or awards, and awards ceremonies can vary in size and prestige. An example of an informal awards ceremony would be a group of co-workers gathering at a restaurant, and awarding funny awards to each other like "worst tie in the office." An example of a formal awards event would be the Oscars. An awards ceremony is a way to honor a person, or multiple people. You can utilize this type of event in any setting, such as a corporate function, social club, etc.

Estimated Time	8 minutes
Topic Objective	Award
Topic Summary	Discuss Awards.
Materials Required	Worksheet 1 – Award
Planning Checklist	Print out copies for each participant
Recommended Activity	Discuss the types of awards you could give out. Each person in the group will create an award for the person sitting at their left. These awards can be

	serious or funny.
Stories to Share	Share any personal or relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is an awards event?

Charity

Charity events are events for a particular charity. These events can be geared towards awareness, or fundraising. Like the other events they can be intimate, like a small dinner, or lavish. Some charity



fundraising events could consist of having a carnival, a car wash, or a fancy 4-course meal. Relay for Life is a prime example of an informal charity fundraising event. At this event they raise awareness about cancer, and raise money to fund cancer research. A formal event is a function that is usually a black-tie event. These can be dinners, dancing, celebrity auctions, and more. In 2012, George Clooney hosted the most successful dinner in the history of the American presidential campaigns for the

re-election of Barack Obama. The event was held in George Clooney's home, and had 150 guests. The dinner was prepared by renowned chef Wolfgang Puck. The price per plate was \$40,000, and they were able to raise over \$15 million dollars for the campaign according to CBS News.com

Estimated Time	8 minutes
Topic Objective	Brainstorming
Topic Summary	Discuss charity event ideas.
Materials Required	None
Planning Checklist	None
Recommended Activity	As a group get your creative juices flowing, discuss your favorite charities, and discuss different charity events that can be thrown to raise money for those charities. Try to be creative and think out of the box.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	A charity event can be held to raise money or to raise _____.

Conferences and Seminars



Conferences and seminars are meetings for discussion or training. Usually, they are offered in a large setting, like an auditorium, and have speakers. These types of events can have singular or multiple speakers. They can incorporate an open forum or have a question-and-answer allotted time. A corporation can use this type of event to train new employees, or share new techniques for the employees' job. They can also use this forum to get feedback from their employees on new implemented policies. A group such as a club or non-corporate organization, can use this type of event for giving information to its members, or getting feedback. An example would be Boy Scouts of America Troup Leaders collecting for a conference on new merit badges.

Estimated Time	8 minutes
Topic Objective	Conference about seminars
Topic Summary	Discuss conferences and seminars.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, discuss any conferences and seminars you have attended. What where the positive aspects of these events?
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	Can a conference be held for a non-corporate organization?

Holiday



Holiday events are basically just social gatherings that relate to a specific holiday. This can include a corporate Christmas party, Cinco de Mayo celebration, or a New Year's Eve masquerade gala. In most cases, these events are made to be fun occasions, and informal. Holiday parties usually use themes to make them more interesting. A great Christmas office party could be the highlight of the work year for many employees. These parties can also be coupled with awards ceremonies and charity events.

Estimated Time	5 minutes
Topic Objective	Party of your dreams
Topic Summary	Discuss planning a holiday event.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, brainstorm the perfect holiday party. What kind of entertainment would you include? Where would you have it?
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is a holiday party?

Practical Illustration



Jennifer feels like hosting a grand event will help her business gain recognition, and thus increase sales. Jennifer owns and runs the largest organic orchard in the county. On the orchard, they grow a variety of stone fruit and produce what she feels is the best cider in the state. She does a lot of business at the local farmer’s market, but she wants to expand. She believes in her product and wants her brand to be a household name. She tosses around a lot of different ideas and finally decides that a charity event would be great exposure for her company. She wants to find a local charity that does something relatable to her business. She does some research and finds a charity in her city that helps the elderly by providing groceries and hot meals. She contacts the charity and meets Lucy, who is just as excited about Jennifer’s proposition as Jennifer. Jennifer feels like this would be the best charity to help because she can also donate some of her products to the charity in addition to the money raised.

Module Two: Review Questions

1.) Which of the following is a holiday event?

- a) Christmas Party
- b) Easter egg hunt
- c) Thanksgiving dinner
- d) All of the above

All of the above are examples of holiday events.

2.) Which of the following is true about conferences and seminars?

- a) They are used for training
- b) They are offered in a large setting
- c) They can be used in a non-corporate setting
- d) All of the above

Awards events are events where an award or multiple awards are given to attendees.

3.) What is an awards event?

- a) An event where one or more awards are given out
- b) An event where only one award is given out
- c) An event where funds are raised for charity
- d) None of the above

An awards event, or an awards ceremony, is an event that gives out an award or awards.

4.) Events can be small intimate family gatherings, or ____ ____.

- a) A charity that helps animals by providing food and shelter
- b) Bar B qs
- c) Huge galas
- d) All of the above

Events can be small intimate family gatherings, or huge galas.

5.) In the event that George Clooney hosted for Barack Obama, how much was charged per plate?

- a) \$15 Million
- b) \$ 40,000
- c) \$ 30,000
- d) \$ 15,000

In 2012 George Clooney hosted the most successful dinner in the history of the American presidential campaigns for the re-election of Barack Obama. The event was held in George Clooney's home, and had 150 guests. The dinner was prepared by renowned chef Wolfgang Puck. The price per plate was \$40,000, and they were able to raise over \$15 million dollars for the campaign according to CBS News.com.

6.) Which is true about charity events?

- a) They are used to raise money for charity
- b) They are used to raise awareness
- c) They can be formal or informal
- d) All of the above

Charity events are events for a particular charity. These events can be geared towards awareness, or fundraising.

7.) An event is a planned social _____.

- a) Occasion
- b) Opportunity
- c) Opposition
- d) None of the above

An event is a planned social occasion

8.) What is a seminar?

- a) A meeting or gathering for charity
- b) A meeting or gathering for formal attire
- c) A meeting or gathering for the holidays
- d) A meeting or gathering for discussion or training

Conferences and Seminars are meetings or gatherings for discussion or training.

9.) Which of the following is true about an awards event?

- a) Awards Events are only formal parties
- b) An awards event is an event where an award, or multiple awards are given to attendees
- c) Awards Events can only have one award
- d) None of the above

Awards events are events where an award or multiple awards are given to attendees.

10.) What is a holiday event?

- a) A promotion
- b) An event for charity
- c) A social gathering related to a specific holiday
- d) None of the above

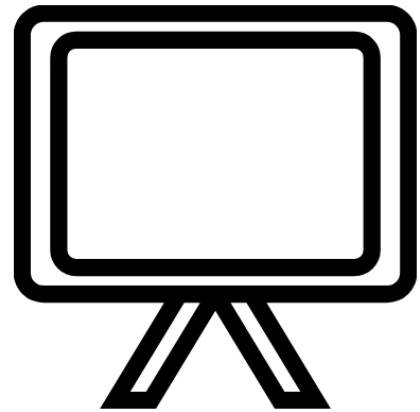
Holiday events are basically just social gatherings that relate to a specific holiday.

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

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Benjamin Franklin

MODULE TWO

Types of Events

An event is a planned social occasion. Events can be small intimate family gatherings, or huge galas.



Awards

An awards ceremony is a way to honor a person, or multiple people.

Charity

These events can be geared towards awareness, or fundraising.





Conference and Seminars

Usually offered in a large setting, like an auditorium, and have speakers.

Holiday

Holiday events are social gatherings that relate to a specific holiday.



Practical Illustration



- Awards
- Charity
- Conferences and Seminars
- Holiday

Module Two: Review Questions

1. Which of the following is a holiday event?

A. Christmas Party

B. Easter egg hunt

C. Thanksgiving dinner

D. All of the above

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Event Planning

Quick Reference Sheet



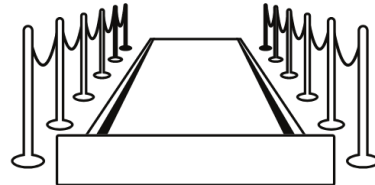
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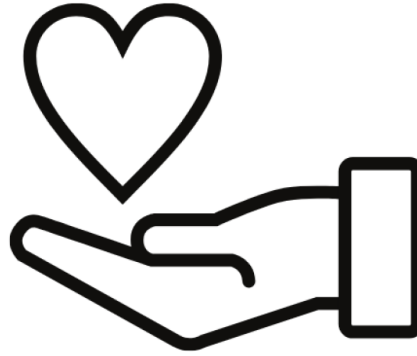
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Charity

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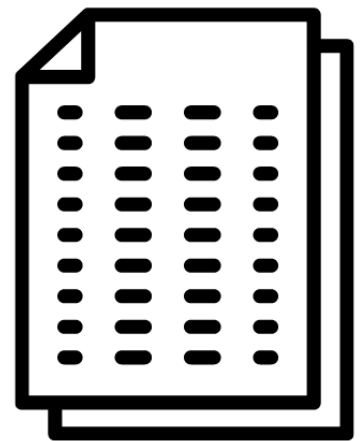
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

CERTIFICATE OF AWARD

is presented to

for

Signature _____ Date _____

Icebreaker One: The 10 Minute Challenge

PURPOSE

It will help introduce the topic of time management in a fun, non-confrontational manner.

MATERIALS REQUIRED

1. Flip chart paper
2. Markers
3. Timer or watch
4. Craft supplies if desired (colored paper and pencils, glue, sparkles, etc.)

PREPARATION

Write out the following list on a piece of flip chart paper. Ensure that it stays covered until the end of the activity explanation.

5. Do a lap around the room (5 points)
6. Create something for the instructor to wear, such as a hat or tie (10 points; bonus 5 points if the instructor actually wears it)
7. Find out something unique about each person on the team (5 points)
8. Sing a song together (15 points)
9. Make a paper airplane and throw it from one end of the room to another (10 points)
10. Get everyone in the room to sign a single piece of paper (5 points)
11. Count the number of pets owned by your group (20 points)
12. Assign a nickname to each member of the team (5 points)
13. Create name cards for each team member (5 points; bonus 5 points if you use your team nicknames)
14. Make a tower out of the materials owned by your group (10 points)
15. Convince a member of another team to join you (20 points)
16. Name your team and come up with a slogan (5 points for the name, 5 points for the slogan)
17. Re-create the sounds of the Amazon rainforest with the sounds of your voices (10 points)
18. Make a list of what your team wants out of the workshop (15 points)
19. Form a conga line and conga from one end of the room to another (5 points; bonus 10 points if anyone joins you)

You can customize this list as you wish; just make sure there is a point value (which is completely up to you) assigned to each item.

You will also want to create a scoreboard matrix on flip chart paper that looks like this:

	TEAM 1	TEAM 2	TEAM 3
TASK 1			
TASK 2			
TASK 3			
TASK 4 (AND ON...)			
TOTAL			

This should stay hidden until the end of the activity.

EXPLANATION

Divide participants into teams of five to eight. Unveil the numbered list of tasks. Explain that they have ten minutes to collect as many points as possible. They must be safe and they only have ten minutes!

ACTIVITY

Give participants ten minutes to perform their tasks, and enjoy the show! After ten minutes, add up their points using your pre-designed matrix and announce the winner. Keep the list of tasks; you may want to tape it to the wall.

DEBRIEF

After the activity, discuss learning points. Possible discussion topics include:

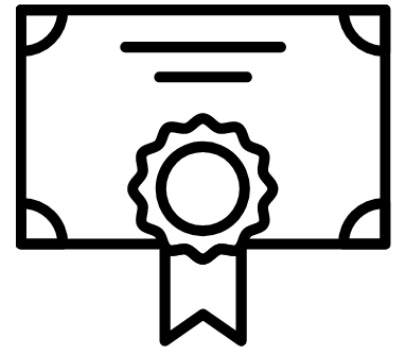
20. How did teams decide what tasks they wanted to do? Most groups will analyze the time the task will take and/or the difficulty level, compare it with the value (possible number of points), and prioritize as a result. We do this when managing our time, too: we often choose the high-yield, low-effort tasks over the low-yield, high-effort tasks (and rightly so!).
21. Were any decisions based on task dependencies? For the name card task, for example, teams received bonus points if they used team nicknames. Performing these two tasks together would triple the points received. This often happens in life, too – batching tasks increases your results exponentially.
22. What group dynamics came into play? If participants knew each other before, they may feel more comfortable performing a personally risky activity, like singing a song. This comes into play when prioritizing tasks, too; we're more likely to stay within our comfort zone, especially if we're working in a team.

23. What skills came into play? For example, several tasks involved creativity and artistic skills. Did teams find out whether any members had artistic talent before deciding to do the task?
24. What additional information did you ask for? How did that affect your approach? Some groups will catch on to the fact that there is no rule that the whole group must perform every task, and will divide their resources and achieve more points as a result. The lesson to learn here is that you need all the information you can get before prioritizing tasks and making a plan. Some teams may have even realized this partway through the activity and adjusted their approach as a result. Kudos to them!
25. Did ethics come into play? Although “stealing” another team member was worth a lot of points, some teams are uncomfortable with the idea and avoid this task.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course
Event Planning

Awarded this _____ day of _____, 20____

Presenter Name and Title
